presstime

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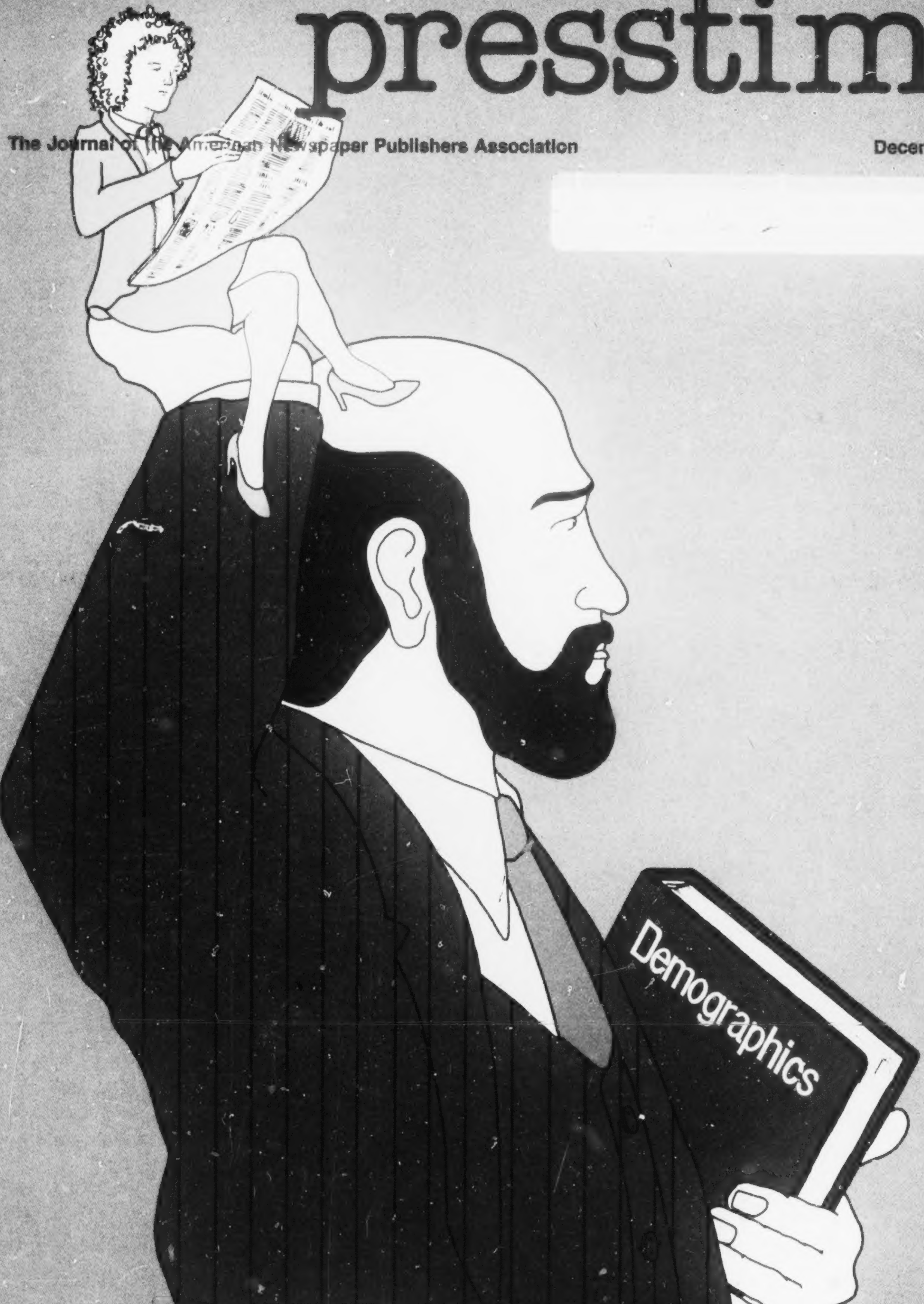

Marketing the newspaper with modern methods

chairman's corner

Proposed overhaul of FOI Act threatens openness principle

For 15 years, the Freedom of Information Act has symbolized our commitment as a democratic society to open government. It has stood as a constant reminder to bureaucrats that the business of government is the people's business.

Katharine Graham

Where too many government officials previously had felt that the burden was on the public to justify any request for information, the Freedom of Information Act made it abundantly clear that the burden was in fact on bureaucrats to justify any refusal.

While no one would claim that the act works perfectly, no single statute has ever given the citizens of a democracy a better window on their government.

Today, however, the presumption of openness embodied in the act is under the most serious attack in recent years. The Reagan administration has proposed a wholesale overhaul of the law, complaining of its use by business interests seeking unfair competitive advantage, by criminals seeking to thwart or undermine law enforcement agencies, and by foreign agents and others hostile to the United States seeking intelligence information.

Certainly, if the Freedom of Information Act were indeed being seriously misused, we as citizens would be concerned with finding remedies. The statute, after all, was drafted very precisely to protect all legitimate interests in national security, law enforcement, business confidentiality and personal privacy.

The threshold task for those proposing major changes in the act must be to prove that these protections have failed. From the evidence put forward thus far, however, the problems that have been ascribed to the act would appear to have been greatly overdrawn—and the sweeping overhaul that has been proposed seems as unneeded as it is undesirable.

That is not to say the act cannot be improved—if what we really are talking about is improving it, not weakening it. It can, of course, be made to serve all of us, both in and out of government, better.

ANPA, in testimony before Congress, has supported some specific changes, such as a provision that would require the Office of Management and Budget to develop uniform fee schedules for all government agencies. Our Association will continue to work with congressional leaders to find a proper solution to any true problems that exist.

But all of us must make clear to Congress our concern over the current effort to undermine the basic principles embodied in this statute.

Nothing so diminishes democracy as obsessive and needless secrecy. The campaign underway to roll back the presumption that a democracy works best when its government's actions are open to the scrutiny of the people must not prevail.

Kay Graham

Katharine Graham
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index

presstime Volume 3, Number 12 December 1981

MARKETING, p. 4
(Cover art by Alberto Pacheco.)

Standards of Advertising Acceptability
Dayton Newspapers Inc.
CODE OF ADVERTISING
Advertising Standards of Acceptability

AD STANDARDS, p. 28

ERGONOMICS, p. 36

special report 4
Newspaper marketing comes of age. A look at what constitutes marketing and why it is considered so vital to maintaining a strong circulation and advertising posture at newspapers today.

regulations 12
Judge's decision on proposed Seattle joint operating agreement is expected this month.

legislation 13
Storm continues to build over proposed Freedom of Information Act changes.

courts 14
U.S. Supreme Court agrees to hear three press-related cases.

state and local 16
A state-by-state roundup of sales and use tax laws affecting newspapers.

telecommunications 18
"Pro-competitive" House bill is readied following release of subcommittee report.

world press 21
IAPA paints bleak picture of Latin American press freedom.

readership 21
Newspaper business task force prepares guidelines for national readership study.

profile 22
Researcher Ruth Clark talks about those ever-changing needs of changing readers.

essay 23
Judith W. Brown of The Herald in New Britain, Conn., comes to the defense of p.m. papers.

news-editorial 24
SPJ,SDX convention rallies around the Freedom of Information Act.

education 26
ACEJMC reaffirms decision not to reaccredit U. Mo. newspaper publishing sequence.

advertising 28
How newspapers exercise their prerogative to accept or reject advertising.

newsprint 33
Newsprint prices are on the rise again, but some Canadian firms spare U.S. customers.

technology 36
Newspapers redesign work areas with the "ergonomics" of VDT use in mind.

employee relations 38
Appeals court says E.W. Scripps Co. breached contract of printers at The Cincinnati Post.

newspaper business 45
Canadian dailies protest government grants and loans to plant printing rival paper.

Also in this issue

'Shoe' 7
government/legal roundup 10
transportation 15
circulation 32
ANPA news 46
speeches inside back cover
calendar back cover

Modern marketing makes its mark

By Elise Burroughs
presstime staff writer

Newspapers have long known that to be successful, they must first market themselves to readers and then sell their reading audience to advertisers.

Beginning with Benjamin H. Day's 1833 decision to market his New York Sun to the masses for a penny and continuing through the days of headline-grabbing promotions such as the New York Herald's sending Henry Stanley to Africa to find David Livingstone, newspapers have excelled at marketing. But in that bygone era, it was basically a seat-of-the-pants operation, with editors and publishers relying on intuition and imagination in determining what readers wanted and needed and how to get it to them.

A segment of the newspaper business may still rely solely on the instinctive approach, but increasingly newspapers are deciding that this modern, complex age requires more sophisticated marketing methods.

Enter the computer, the in-depth poll, the MBA.

Today, more and more newspaper executives are talking about editorial "products," target audiences, market segmentation, shares of advertising, and other formal marketing concepts.

And after talking about them, they are making decisions based on them.

The shift to a more structured, academic approach began in earnest in the 1970s as newspaper circulation leveled off and competition from other media grew. Editors and publishers found their traditional marketing and promotion methods were not keeping up with the rapidly shifting lifestyles and interests of their readers and potential readers.

As penetration dropped, advertisers turned to other media, with the result that in 1980, newspapers' share of total advertising, while still larger than that of any other medium, was at its lowest point ever [**presstime**, July 1981, p. 15].

"We're no longer in an age when everyone wants to buy the newspaper," says John H. Blexrud, marketing director for the Orlando (Fla.) Sentinel Star (all-day, circulation 191,870).

Marketing expert Steven H. Star leads discussion at a recent ANPA/INPA marketing seminar.

"Even in markets where you don't have direct newspaper competition, you still have competition for people's time," notes Jeremy L. Halbreich, vice president/marketing for The Dallas Morning News (284,673).

In response to this new environment, newspapers turned to the latest, scientific version of marketing, which infiltrated the newspaper business through the advertising department. And despite some early fears that a marketing orientation might turn newspapers into insipid reflections of research and surveys, experienced managers and executives say marketing know-how is producing stronger, better newspapers.

"There can be absolutely no question that a very large number of newspapers are doing a better job of serving readers' as well as advertisers' needs because of their successful incorporation of professional marketing," says Steven H. Star, a Harvard-trained teacher, writer and newspaper marketing expert.

Structure varies. A growing number of newspapers, especially the bigger ones, are setting up separate marketing departments on a par with advertising, circulation and other traditional newspaper departments. Some are large, with up to 45 employees. At smaller papers, one- or two-person marketing departments are not uncommon.

Among those without separate departments, some combine marketing with another department such as promotion, research, circulation or advertising. Others simply make marketing a function of all departments.

Of ANPA's more than 1,400 member newspapers, about 200 have at least one executive with a "marketing" title. Another 200 are served by marketing executives at the group level.

While the organizational charts differ, marketing responsibilities commonly include:

- Research for all departments
- Preparation of sales material for ad-

vertising and circulation

- Promotion for circulation, advertising and editorial
- Coordinating long-range planning

In addition, marketing departments sometimes handle public relations and Newspaper in Education programs.

But Star and other consultants say successful marketing depends not as much on structure as it does on two other ingredients.

First, representatives of all departments must have a role in the planning, says Star. Instead of each department just feeding in data, the newspaper's top executives should discuss jointly the overall marketing situation and the role of each department in making improvements.

Second, it is important for the publisher, general manager, marketing director or other designated person to review marketing information from all departments and then develop a long-range, goal-oriented marketing program [**presstime,** Aug. 1981, p. 4]. All departments must understand the goals and have a role in carrying them out.

"Just having data does not marketing make. Someone has to analyze the data and figure out *why* people are saying or doing what they are," explains Christine Urban, president of Urban and Associates, a Dedham, Mass., research and consulting firm that specializes in assisting newspapers.

Desirable attributes. That "someone," Urban and others say, should be a person who can:

- Juggle disparate bits of information and analyze them to figure out not only what is happening in an individual market but why
- Communicate with all departments of a newspaper
- Take action based on research and goals.

A business degree is not a mandatory prerequisite; nor is a position as top executive on the business side.

When ANPA, in cooperation with the International Newspaper Promotion Association, began offering a marketing seminar in 1975, most attendees were publishers, general managers or other top executives. More recently, participants have come from editorial, advertising, circulation, promotion, research and even production departments.

In 1979, following requests for more in-depth sessions on honing long-range marketing skills, the two associations introduced a seminar on strategic planning.

Other press organizations also have grown more active in the marketing arena.

The American Press Institute began offering a marketing seminar in 1979.

The International Newspaper Advertising Executives association last year changed its name to International Newspaper Advertising and Marketing Executives [**presstime,** March 1981, p. 38], and marketing is receiving increasing attention at INAME's semi-annual sales conferences, notes General Manager Sid Bordelon.

Participants in such events say that the most important thing they've learned is not a particular technique or "bag of tricks" but a new way of looking at their business and their markets, and then making decisions.

Frank Puckett Jr., executive vice president and general manager of the Abilene (Texas) Reporter-News (all-day, 56,060), says knowledge gained at the two ANPA-INPA seminars led him to set up marketing teams at two other Harte-Hanks newspapers where he worked previously—The Gloucester County Times of Woodbury, N.J. (evening, 27,582), and The Journal-News of Hamilton, Ohio (evening, 30,476). Each newspaper faced a different marketing situation, and the teams came up with different, but successful, strategies, he reports.

Step-by-step process. Marketers say the key to gaining circulation and advertising is to pinpoint what audience a newspaper and its advertisers want to reach, what needs that audience has and how the newspaper can fill those needs.

"We're no longer in an age when everyone wants to buy the newspaper."

John H. Blexrud
Orlando (Fla.) Sentinel Star

The first step is research, a well-used tool at many newspapers (see story, p. 9).

Large newspapers commonly have research departments with the capability of doing major studies in-house. At the Los Angeles Herald Examiner (evening, 281,533), for instance, the research department gathered data that led the parent Hearst Corp. to purchase 28 weekly and two daily newspapers in suburban Los Angeles, reports Publisher Francis L. Dale.

Smaller newspapers can do some research, too. At the Vero Beach (Fla.) Press-Journal (morning, 14,506), the telephone sales solicitation crew doubles as a survey team for research projects. Special Projects Coordinator Mark Schumann notes that some newspaper sales crews are too aggressive to make satisfactory surveyors, but in his market, the double-duty works well.

Another option is to retain outside research firms, especially for studies on how many readers are reached by each copy and on demographics and shopping patterns—information critical to advertising as well as editorial decision-making.

Applying knowledge. However, some editors have resisted making editorial changes on the basis of market research.

As executive editor of The Denver Post (evening, 276,389), William F. Hornby was applauded by many of his colleagues in 1976 for an article in The Quill magazine titled, "Beware the 'Market' Thinkers." Hornby noted that research can be a helpful tool but added:

"The press has never been and never should be in business to give the people just what they want. The editor who does his editing predominantly from market research returns isn't worth a damn."

Similar views were expressed more recently by Rupert Murdoch, publisher of the New York Post (all-day, 764,387) and owner of other newspapers and magazines on three continents.

Murdoch attributed the circulation growth of his New York tabloid to old-fashioned decision-making. "We trusted our editors, their instincts, their professionalism," Murdoch said in accepting Marketer of the Year honors bestowed by the New York Chapter of the American Marketing Association. "Research is no substitute for experience. In fact, it can probably distort reality in the publishing business as much as reveal it."

One suburban zone wanted more school news and school sports, yet affluent city-dwellers were more interested in fashion, dining and leisure activities.

Caroline John
Atlanta Journal and Constitution

Less skeptical but just as much a non-user of research is Fred Brooks, editor and publisher of The Garden City (Kan.) Telegram (evening, 9,913). "I sometimes wish I had the time and resources to get into some research and surveys," he says. "But I'm not sure how much they prove."

And in fact, the Telegram is not doing badly with policies based mainly on Brooks' 30 years in the newspaper business. It reaches 91 percent of the households in its primary market.

Although dismissing some of the criticism of the "old school," market researchers agree that editors' instincts still must prevail in America's newsrooms.

"We always tell editors they have to use their intimate knowledge of the market to make decisions on what recommendations to implement," explains Deanne Termini, senior vice president of Belden Associates, a Dallas-based research firm.

Thus, interpreting information about each market's unique needs and characteristics becomes critical. For example, readers often say they want more local news. In response, many newspapers are setting up local weekly zoned editions. This allows the paper to zero in on coverage of school boards and local councils. A number of newspapers have gotten good feedback and built circulation with that approach.

But not surprisingly, newspapers find that interests vary considerably among residents of different zones. The Atlanta Journal (evening, 183,758) and The Atlanta Constitution (morning, 202,958), for example, discovered that one suburban zone did indeed want more school news and school sports, yet affluent city-dwellers were more interested in information on fashion, dining and leisure activities, explains Marketing Director Caroline John.

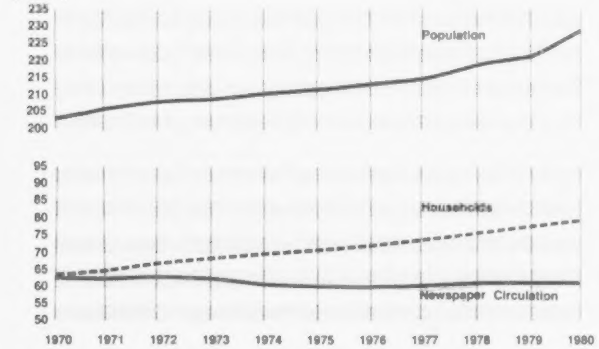
Providing the information to fill a particular local need doesn't necessarily require a zoned edition, a weekly section or even a special page, although newspapers are using all three devices. The important thing is for editors to be aware of readers' tastes and to be willing to accommodate them, consultants say. For example, in Vero Beach, site of the Los Angeles Dodgers' spring training camp, intense local interest means the newspaper doesn't close until West Coast baseball scores are in.

The consultants add that bureaucratic delay also can be a hazard.

One marketing executive at a major met-

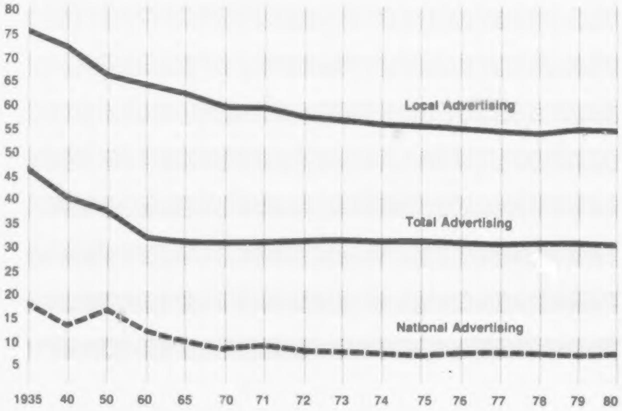
The Newspaper Marketplace

U.S. daily newspaper circulation versus numbers of households and total population (1970-1980)



Sources: ANPA, J. Walter Thompson U.S.A. Inc., and Bureau of the Census, U.S. Department of Commerce

U.S. daily newspapers' share of all-media advertising (1935-80)



Alberto Pacheco

ropolitan newspaper reports the paper gathered research for years on its declining circulation without t[illegible], the next steps to formulate and implement a long-range plan. As of November, the newspaper had set goals for the coming year but, despite years of effort, still had no long-term strategy.

Promoting the product. Once a newspaper has implemented changes to reflect the market research, selling the new product to readers is the next step. Enter the newspaper promoter.

Many marketers and promotion managers say that ideally, the promotion department should function almost as an in-house ad agency, working with all departments to sell whatever is needed. Promotion tools come in an almost endless variety—games, contests, sales brochures, athletic events, public services, carrier competitions and—in the case of The Detroit News (all-day, 625,730)—a hot-air balloon.

But promotion experts say no matter what the tools, if they are not used in a coordinated effort aimed at specific goals, their effects are diluted.

INPA President Donald B. Towles says newspaper promotion efforts lag in two ways.

First, newspapers, which constantly urge retailers to set aside a certain percentage of their budgets for advertising, often fund their own selling efforts "out of petty cash. We don't practice what we preach," says Towles, vice president of The Courier Journal (morning, 182,705) and The Louisville (Ky.) Times (evening, 147,472).

He says if newspapers spent even 2 percent of their budgets on a carefully coordinated promotion plan, the results would be more meaningful.

Second, promotion is too often a knee-jerk reaction to a suddenly discovered problem. Newspapers should use promotion to carry out careful, long-range, planned strategy, he says.

"If you really need a shot in the arm for circulation, I don't see what good it would do to sponsor a race."

Paul Hirt
Chicago Sun-Times

INPA calls this the "total newspaper" concept. In an INPA book on the subject, Paul Hirt, vice-president/marketing and promotion manager of the Chicago Sun-Times (morning, 649,040), wrote: "Sound analysis and coordination can save untold time, money and effort. It can make the difference between years of frantic application of unrelated palliatives to an ailing newspaper or its quick and continued success."

Some people say flatly that much newspaper promotion is wasted effort because it focuses on a catchy phrase or theme that suggests nothing about what an individual newspaper has to offer readers.

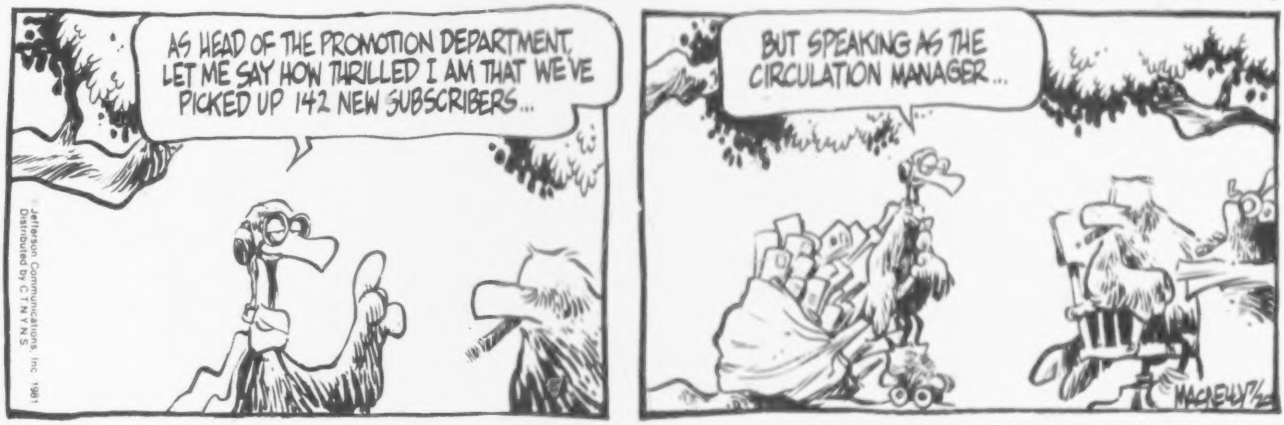
"If you really need a shot in the arm for circulation, I don't see what good it would do to sponsor a race," is the way Hirt puts it.

According to Towles, newspapers should be concentrating on telling readers about the information and services their daily newspaper provides.

Otto Silha, chairman of the Minneapolis Star and Tribune Co., echoes that view. "I firmly believe we don't do a good enough job of telling readers what's coming in the paper tomorrow, this weekend, or next week," he says.

"Editors have been too bashful about promoting themselves," Silha continues. Some fear newspapers will be seen as trivial if they tout the personalities of reporters or what features the Sunday newspaper

'Shoe' **By Jeff MacNelly**


AS HEAD OF THE PROMOTION DEPARTMENT, LET ME SAY HOW THRILLED I AM THAT WE'VE PICKED UP 142 NEW SUBSCRIBERS...
BUT SPEAKING AS THE CIRCULATION MANAGER...
© Jefferson Communications, Inc. 1981 Distributed by C.T.N.Y.N.S.
MACNELLY

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will have.

But Silha believes newspapers should learn from television and other media that promote routinely, and some newspapers are taking that tack.

"I firmly believe we don't do a good enough job of telling readers what's coming in the paper tomorrow, this weekend or next week."

Otto Silha
Minneapolis Star and Tribune Co.

The Morning Call of Allentown, Pa. (morning, 118,982), like a growing number of newspapers, prepares a 60-second radio spot highlighting what is coming in the next day's newspaper. The spot, carefully evaluated by an in-house broadcasting expert, is run on selected radio stations each morning, telling listeners to "pick up The Morning Call because . . ."

Towles says a new generation of more savvy, younger newspaper promoters not only is willing to experiment with other media but also tends to be better trained in the use of formal marketing concepts.

Selling the advertisers. Wooing and keeping readers are only part of the newspaper marketing process. Equally important is the next step: selling the audience.

As advertisers become more research- and marketing-oriented, and as competitors become more sophisticated in their sales efforts, newspapers are finding it more essential than ever to have a coordinated advertising strategy.

Many are packaging the research they gather into booklets and brochures for prospective and current advertisers. The research describes who the shoppers are, when they shop, what they buy and other information on consumer behavior.

James A. Mills, marketing director for the Russellville (Ark.) Daily Courier-Democrat (evening, 10,470), says local retailers welcome such information because they, too, need help in formulating marketing strategies.

In another stab at grabbing a bigger market share, some newspapers are taking a cue from their television brethren, who trumpet audience figures based on the number of people believed to be watching a particular station at a particular time—not the number of sets tuned in.

Thus, newspapers have begun computing their audience on a basis of the total number of adults who see the average edition, instead of the traditional circulation-to-household ratio. This new way of computing obviously yields higher figures—figures which an advertiser can compare to those for TV viewership.

And many newspapers are finding that their overall penetration is so high they can sell themselves as unquestionably the best buy in their markets.

For example, a readership study recently revealed that the Allentown daily is reaching more than 60 percent of the adults in its market.

The survey result not only made for a good sales pitch, it made the newspaper company comfortable enough to drop Extra, a total-market-coverage vehicle it had started last year when it suspended publication of the afternoon Chronicle.

But for small and large newspapers that have not yet reached a comfortable penetration level, total market coverage can be a useful tool in appealing to advertisers. A survey by the International Circulation Managers Association in 1979, the most recent one available, revealed that 53 percent of the responding newspapers had a total-market-coverage program. ICMA General Manager Joseph B. Forsee says that even with some dropouts like Allentown, the net figure is rising monthly.

National efforts. Perhaps the biggest marketing push in the newspaper business within the past year has been directed at national advertising.

Preliminary figures compiled by the Newspaper Advertising Bureau show that between January and September of this year national ad expenditures in newspapers increased by 22.9 percent over the same period in 1980. (See story, p. 31.) National advertisers say they have been encouraged by Standard Advertising Units, NEWSPLAN discounts, the Newspaper Co-op Network and other industry-wide marketing efforts designed to make it easier to use newspapers.

But not all newspapers are taking advantage of such possibilities.

While more than 1,400 of 1,763 U.S. daily newspapers have agreed to participate in the voluntary SAU program, Charles Kinsolving, NAB vice president for marketing/planning, notes this leaves about 350 papers either non-participating or unaccounted for.

Moreover, efforts by the NAB to make it easier to buy advertising in selected groups of newspapers, or selected markets, have foundered over the inability or unwillingness of newspapers to supply standardized information on demographics, market research and rates, he says.

Kinsolving adds that complaints about promotions designed for readers apply equally well to advertising promotions. Too often, he says, newspapers neglect to tell

News
News
The News

Hot air can assist some promotion efforts.

an advertiser about their editorial vitality or their importance in local readers' lives.

Road to the future. In addition to existing circulation and advertising challenges, research indicates that the newspaper business faces some thorny, long-term marketing problems.

For one thing, as members of the "baby boom" generation move into middle age, they do not appear to be adopting the settled lifestyle that made their parents steady newspaper subscribers.

For another, the number of people who choose not to read is increasing [**presstime,** Sept. 1981, p. 4].

Executives expect to see more use of formal marketing concepts to deal with these and other issues.

Today's college graduates usually have some familiarity with statistics, surveys and other marketing basics. And for newspaper veterans whose educational background may be lacking in those areas, on-the-job training may be just the thing.

The Orlando Sentinel Star, for example, has an innovative program in which one advertising sales person at a time is assigned to the marketing department for up to a year. This gives them a good feel for how marketing fits into the newspaper's overall picture, Marketing Director Blexrud explains. A similar program for editorial employees is under consideration.

But even if a newspaper is fully staffed with marketing experts, it has no assurance of permanent success. Experts predict that readers will continue to change as rapidly as, if not faster than, in the past.

This means that even the most sophisticated marketing strategy will require constant review, analysis and change.

"Marketing and research have brought a great many fine things to American newspapers. They have come to have a major role."

William F. Hornby
The Denver Post

It also means that marketing will grow in importance and stature.

Many publishers who have spurned marketing are beginning to acknowledge its place in the newspaper business. Brooks of Garden City, Kan., added a weekly shopper and built a new plant recently without the benefit of a single survey. But he's now considering a Sunday edition, and "I'd definitely do some surveys before I got into that," he says.

Without knowledge and understanding of modern marketing, "I don't know how you can run a newspaper and hope to survive," says the NAB's Kinsolving.

One-time critic Hornby of The Denver Post, which last year was purchased by The Times Mirror Co., says the fears he expressed about marketing five years ago have not been borne out by experience.

"Marketing and research have brought a great many fine things to American newspapers," he now says. "They have come to have a major role." ☐

Data from market surveys can serve as news tips

The market data that newspaper researchers gather for advertising departments can sometimes serve as the basis for news stories, too, notes Paul Hirt, vice president/marketing and promotion manager for the Chicago Sun-Times.

For example, seasonal buying information can indicate when a story rating certain products, or explaining the details of a new line, would be most timely.

"You don't have to mention the names of the stores. It's not like writing a puff piece. You're providing the kind of service function a magazine does," Hirt explains.

By looking at long-term studies of consumer buying patterns, an editor might detect shopping changes that reflect interesting lifestyle or attitudinal changes, too. A recent survey of drivers and auto dealers conducted for The New York Times revealed difficult financing and high prices of domestic cars had replaced gas shortages and poor mileage as deterrents to automobile sales.

Much market research relies on demographic information, such as the U.S. Census, Hirt notes. Census data can describe a newspaper's audience for advertisers. It also can tell editors a lot about their readers.

"If you have a lot of poor people, it's no use writing about shopping at Cartier's," explains John Mauro, director of research for Richmond, Va.-based Media General Inc.

Census data can be used in fleshing out stories and in double-checking facts. Comparing local statistics to national ones, or to other areas, can give insights into how lifestyles differ from place to place.

A new INPA publication, "Census Applications in Newspaper Management and Marketing," describes how a reporter for The Milwaukee Journal compared the standard of living for one minority group in Milwaukee to standards in some other large cities.

Other sources of information often available in advertising and/or marketing departments include the Sales and Marketing Management's "Survey of Buying Power," Simmons Market Research Bureau reports and trade journals.

Mauro says the use of market research can be a two-way street. His researchers routinely conduct polls and surveys on readers' attitudes that provide information for news stories. But a survey for the news side on when people buy houses and how they shop for them proved popular with real estate advertisers, too, he says. "There is a substantial amount of crossing of lines," he notes. "Some issues are just information."

Government/legal roundup

(Editor's note: This compilation of government and legal issues affecting newspapers is prepared four times a year by the ANPA Government Affairs and Legal departments. The last one appeared in the October 1981 edition of **presstime**.*)*

Telecommunications

Legislation: The House Telecommunications Subcommittee staff Nov. 4 released its long-awaited report on the status of competition in the telecommunications and information fields. This document is intended to serve as the basis for House legislation, expected to be introduced early this month.

Computer II appeal: The Justice Department Nov. 2 filed its brief as co-respondent in the U.S. Court of Appeals, D.C. Circuit, and urged the court to return the case to the FCC for reconsideration. The court has been asked to revise its briefing schedule to permit the FCC to file its brief on Dec. 21. ANPA's reply brief will be due 14 days from the date of the FCC's filings.

1956 consent decree: The Justice Department Oct. 30 filed notice of appeal from Judge Biunno's Sept. 23 order clearing the way for AT&T to enter previously barred fields of communications such as data processing.

AT&T antitrust trial: U.S. District Court Judge Harold Greene Oct. 26 set firm deadlines for the trial, hoping to render a decision by July 1982. The order requires the record to be closed by the end of January and briefs to be filed by March.

(For details on these four items, see story p. 18.)

Teletext rulemaking: The FCC Oct. 22 proposed authorization of teletext services over the vertical blanking interval of broadcast television stations [**presstime**, Nov. 1981, p. 19].

Cable ownership: The FCC Nov. 5 issued for public comment a staff proposal to remove current restrictions on broadcast ownership of cable systems. (See story, p. 18.) The FCC also eliminated restrictions on telephone companies owning cable systems in rural areas. The U.S. Supreme Court Oct. 13 heard arguments in *Community Communications v. Boulder* which deals with a home-rule city's antitrust immunity in cable franchising activities [**presstime**, Oct. 1981, p. 17].

Electronic dissemination of Supreme Court opinions: ANPA staff met Nov. 12 with U.S. Supreme Court data processing personnel for discussions on possible provision of texts of court opinions via wire services. The court recently converted to cold-type printing of decisions. The ANPA/ABA Task Force has advocated broader text dissemination.

Freedom of the Press

Freedom of information: Charles Rowe, ANPA Government Affairs FOI working group chairman, testified Nov. 12 on behalf of ANPA and NNA at a Senate Judiciary Constitution Subcommittee hearing on the Freedom of Information Act. (See story, p. 13.) The U.S. Supreme Court Nov. 9 agreed to decide a case involving an FOI request of the State Department from The Washington Post seeking to learn whether two Iranians have U.S. citizenship. Lower courts ruled citizenship is not "an intimate personal detail" under FOIA. (See story, p. 14.)

Intelligence identities: The Senate is expected to act soon on S 391, the "Intelligence Identities Protection Act." The Senate Judiciary Committee Oct. 6 approved an intent standard that is preferred by press groups to the standard in the House-passed version, HR 4 [**presstime**, Nov. 1981, p. 12]. A Senate amendment to accept the House language is anticipated.

Criminal code: The Senate Judiciary Committee Nov. 18 adopted S 1630 on a vote of 11-5—after only two days of hearings. In the House, Rep. Conyers (D-Mich.), chairman of the Judiciary Criminal Justice Subcommittee, has been directed to act by Jan. 31 [**presstime**, Nov. 1981, p. 12]. Two bills have been introduced: HR 1647, identical to legislation reported from committee last year, and HR 4711, which is considered more favorable to the press. Conyers, who does not favor omnibus reform, held hearings Nov. 9, 10, 16 and 17 and may schedule more in an effort to delay.

Libel: The U.S. Supreme Court has agreed to decide an important libel law question in *Wilson v. Scripps-Howard Broadcasting Co.* The issue is which side must prove truth or falsity of a story in a libel case. The court denied review in *McCusker v. Valley News* and in *Washington Post Co. v. Rebozo*. (See story, p. 14.) The court also agreed to hear *Street v. NBC* which involves whether status as a "public figure" libel plaintiff may be lost over passage of time [**presstime**, Nov. 1981, p. 14].

Canadian constitution. Freedom of the press is guaranteed in the proposed Canadian constitution approved Nov. 5 by the premiers of nine of the country's 10 provinces. Quebec's Premier Rene Levesque was the dissenter. "Freedom of thought, belief, opinion and expression, including freedom of the press and other media of communications" is included among the "fundamental freedoms" set forth in the proposed Charter of Rights and Freedoms. The charter is the latest product of a lengthy effort, led by

Prime Minister Pierre Trudeau, to come up with a constitution to replace the British North America Act, the British law that has served as Canada's constitution since the 1800s [**presstime,** Dec. 1980, p. 50].

Business

Energy: The Senate Oct. 29 passed S 1503 to enable the Executive Branch again to allocate gasoline to retailers and bulk purchasers [**presstime,** Nov. 1981, p. 12]. The bill includes the same language contained in earlier law (which expired Sept. 30) regarding guidelines for meeting essential needs during periods of shortage. Newspaper distribution is not specifically mentioned, but the administration has flexibility in the new bill to set priority uses. The bill excludes rationing authority. The Reagan administration wants no bill, but Congress may enact legislation anyway. In the House, the Energy and Commerce Committee Nov. 18 approved similar legislation, HR 4700.

Joint operations: Administrative Law Judge Daniel H. Hanscom was ordered by Attorney General Smith to conclude by Nov. 28 the hearing on the proposed joint operating agreement between The Seattle Times and Seattle Post-Intelligencer. Hanscom has 20 days from the conclusion of the hearing to make his recommendation to Smith. (See story, p. 12.)

Line-of-business reports: New Federal Trade Commission Chairman Miller directed the agency to suspend temporarily its program of seeking information from companies on profitability of various lines of business [**presstime,** Nov. 1981, p. 13] in order to "assess what's going on." A challenge to another FTC reporting program by Nanlo Inc., publisher of the Southbridge (Mass.) Evening News, is under appeal in the 1st U.S. Circuit Court of Appeals, Boston [**presstime,** Sept. 1981, p. 12].

Employee relations

Labor litigation: The 6th U.S. Circuit Court of Appeals, Cincinnati, Oct. 23 ruled that "lifetime" job guarantees given printers at The Cincinnati Post did not end with expiration of the collective bargaining agreement containing the guarantees. (See story, p. 38.)

Pension legislation: The Senate Labor and Human Resources Commitee is conducting hearings on S 1541, a bill to overhaul the administrative machinery which enforces the Employee Retirement Income Security Act [**presstime,** Oct. 1981, p. 11]. In addition, committee Chairman Hatch (R-Utah) Oct. 20 introduced S 1748, aimed at modifying certain portions of the Multiemployer Pension Plan Amendments Act of 1980. That law regulates the termination treatment of collectively-bargained pension plans [**presstime,** Nov. 1981, p. 44]. The new bill would exempt plans entered into as defined contribution plans, as opposed to defined benefit arrangements.

Postal

Rate case: The U.S. 2nd Circuit Court of Appeals, New York, Nov. 4 granted ANPA intervenor status in the appeal of the rate decision which took effect Nov. 1. ANPA generally supports the decision. Appeals have been filed by several parties including Newsweek, Time Inc. and the Mail Order Association of America [**presstime,** Nov. 1981, p. 16].

USPS advertising: ANPA Oct. 23 filed comments opposing any move by USPS to sell advertising space [**presstime,** Nov. 1981, p. 16].

Advertising

Volume discounts: ANPA Nov. 16 filed comments with the FTC supporting dismissal of the commission's 1977 complaint against The Times Mirror Co. (See story, p. 31.)

Cigarettes: ANPA will file comments by Dec. 10 in response to the FTC's recent report on the state of cigarette advertising. The FTC seeks comments on whether there is a need for "additional government or private actions regarding cigarette advertising."

Substantiation: FTC Chairman Miller said Oct. 26 he might recommend elimination of the requirement that advertisers substantiate their advertising claims before they make them. But two weeks later, after a flurry of comments, he toned down that view.

International

UNESCO: A meeting on "International Mechanisms for Dissemination and Exchange of Information" was sponsored by UNESCO in Paris Oct. 27-30. (See story, p. 21.) . . . Jean Gerard Nov. 6 was confirmed by the Senate as U.S. ambassador to UNESCO. At her confirmation hearing, she spoke for free press concepts. Though she has little personal background in communications, she appeared well-briefed for her hearing and knowledgeably answered questions on communications aspects of UNESCO activities. . . . Legislation authorizing State Department funds, including the U.S. contribution to UNESCO, goes to conference with the Senate following House passage Oct. 29. The House bill specifies that U.S. funds for UNESCO will be cut off if UNESCO acts to restrict free flow of information [**presstime,** Oct. 1981, p. 21].

New policy: Bills to establish a new inter-agency information policy, HR 1957 and S 821, have been favorably reported by House and Senate committees and await floor action. The administration wants to coordinate policy through its inter-agency group chaired by Assistant Secretary of State James Buckley, but private U.S. trade interests want a new body led by the secretary of commerce [**presstime,** Aug. 1981, p. 32]. □

Recommendation expected on proposed Seattle joint pact

A Justice Department administrative law judge this month is expected to recommend to Attorney General William French Smith whether The Seattle Times and the Seattle Post-Intelligencer should be allowed to form a joint operating agreement [**presstime,** Sept. 1981, p. 11].

The recommendation by Judge Daniel H. Hanscom will follow hearings that consumed most of November.

Hearst Corp., owner of the P-I, argued its morning newspaper is in "probable danger of financial failure." It said losses of $21.4 million are expected in 1981-85.

Hearst produced a number of other witnesses, including newspaper analyst John Morton, to support its claims. Morton said national patterns indicate that once a newspaper has proceeded on a downward spiral as far as the P-I, it is nearly impossible to reverse it.

P-I Publisher Virgil Fassio acknowledged that the newspaper's October 1981 daily circulation was about 3 percent higher than in October 1980, and comparable Saturday and Sunday figures were also up, though not as much. At the same time, the Times posted slight declines. But the rise will not be enough to offset the P-I's mounting losses, Fassio said.

He attributed part of the growth to the P-I's not implementing a subscription rate increase last April when the Times did. The P-I is now 75-cents-a-month cheaper than the Times for daily home delivery. He also credited promotion efforts and editorial redesign for the increase.

On the other side, opponents of the proposed agreement argued that the P-I can be saved short of a joint operation.

Much of the opposition came from four groups which Attorney General Smith granted intervenor status. They are the Committee for an Independent P-I; People Opposed to a One Newspaper Town; the Committee for a Free Press; and a group of suburban Seattle newspaper publishers consisting of Longview Publishing Co., Robinson Newspapers, Fournier Newspapers and Northshore Citizen.

Under cross-examination, Morton acknowledged that he had heard a report that New York Post Publisher Rupert Murdoch apparently has expressed some interest in acquiring the P-I. During a break in the hearings, Hearst attorney Jonathan Thackery confirmed that Murdoch mentioned his interest in a meeting in late October with Hearst President Frank Bennack. But Thackery added, "It was not an offer."

A joint operating agreement requires approval of the attorney general for limited antitrust immunity. The act allows two competing dailies to merge all operations except editorial if one of the papers is in probable danger of failure.

Smith has said he will act "swiftly" on Hanscom's recommendation.

Ideas exchanged on safety and health regulations

Despite government's current deregulatory mood, newspapers still must cope with a variety of safety, health and environmental regulations.

Compliance with those regulations was a key topic for the nearly 70 newspaper executives, attorneys and others at ANPA's second Newspaper Safety and Health Symposium Nov. 4-6 in Atlanta [**presstime,** Feb. 1981, p. 12].

The recently implemented amendment to the Occupational Safety and Health Administration's workplace noise standard will double the number of newspaper workers who must be included in a hearing conservation program, said George R. Cashau, coordinator of operations at the ANPA Research Institute.

In addition to press room employees, most mail room and reel room personnel now will have to be included, he said.

Most daily newspapers will be close to the new noise exposure limits, Cashau said, so all U.S. dailies should determine whether their employees must be included in a hearing conservation program.

Cashau offered detailed advice on compliance with the various provisions of the new regulation and urged symposium participants to obtain the full backing of management for their newspapers' noise programs [**presstime,** Oct. 1981, p. 12].

Other matters discussed included steps a newspaper should take if cited for an OSHA violation; OSHA's proposed regulations on the "lockout and tagout" of power-driven machinery; federal and state waste-disposal regulations; regulations on permissible exposure levels of hazardous materials; the "ergonomic and visual aspects" of VDTs (see story, p. 36); and labor negotiations over safety issues.

Atlanta Journal and Constitution

Charles N. Mock of the Providence (R.I.) Journal and Evening Bulletin, addresses the symposium.

Press groups hit proposals to amend FOIA

The nation's newspapers are not opposed to making some changes in the Freedom of Information Act. But they believe that enactment of either of the two major proposals before the Senate would "undercut the principles of openness which are the bedrock" of the act.

That message was delivered to Capitol Hill Nov. 12 on behalf of ANPA and the National Newspaper Association by Charles S. Rowe, editor of The Free Lance-Star in Fredericksburg, Va.

He testified, along with representatives of the American Society of Newspaper Editors and the Society of Professional Journalists, Sigma Delta Chi, at the final day of public hearings by the Senate Judiciary Subcommittee on the Constitution.

The same day, ANPA Chairman and President Katharine Graham issued a similar warning in a speech before the Society of Professional Journalists, Sigma Delta Chi (see story, p. 24).

Considering proposals by the Reagan administration and Subcommittee Chairman Orrin G. Hatch (R-Utah) [**presstime**, Nov. 1981, p. 10], the Senate panel intends to hold a closed meeting early this month to hear confidential testimony from the FBI and then mark up a bill. The legislation could be sent to the full Judiciary Committee later in the month.

In his statement to the subcommittee, Rowe, who is chairman of the FOI/First Amendment Working Group of the ANPA Government Affairs Committee, said ANPA and NNA:

- Strongly oppose any expansion of the existing exemption for "trade secrets and commercial or financial information obtained from a person and privileged or confidential"
- Oppose expanding the exemption for internal personnel rules and practices of a government agency
- Believe it is not necessary to define more precisely what constitutes "similar files" under the current exemption for "personnel and medical files and similar files the disclosure of which would constitute a clearly unwarranted invasion of personal privacy"
- Believe both proposals to expand the law enforcement exemption to include all law enforcement records would "effectively exempt any civil or criminal agency dealing with law enforcement matters from the scope of the act"
- Oppose the provision in the administration bill that would give the attorney general authority to exempt any information relating to the investigation of terrorism, organized crime or foreign counter-intelligence
- Oppose the administration's proposal to relieve agencies from indexing their final opinions and orders unless they are used as precedents by an agency
- View as overly broad a provision in the Hatch bill that would require a requester to state the number of requests that he or she made within the past two years on the same subject
- Oppose any diminishing of the current standard on when a part of a record may be considered "reasonably segregable" from confidential parts and therefore able to be disclosed
- Consider "far too broad" the part of the administration's proposed definition of a "record" which includes any "form or documentation created for the personal convenience of any government employee or official"
- Consider "excessively short" the 90-day period provided in the administration's bill for appealing an agency's decision to withhold information
- Oppose the administration's proposal that would do away with the ability of courts to conduct a neutral review of an agency's decision not to disclose national security information.

On the plus side, Rowe said ANPA and NNA have found more to their liking in the Hatch proposal.

In particular, he announced support for a provision in it that would ordain uniform fee schedules for all government agencies. However, any expansion of fees to cover more than the direct costs of search and duplication is not in order, he said.

The associations also are supporting establishment of procedures to notify those who have submitted information of any FOIA requests for it, and to allow submitters to oppose release of information. ☐

One response to FBI's anti-FOIA drive

Has the FBI developed "classified promotional material" for use in its campaign to amend the Freedom of Information Act?

The Society of Professional Journalists, Sigma Delta Chi, has done the logical thing: It has filed a Freedom of Information Act request to find out.

Testifying on behalf of SPJ,SDX, at a Senate hearing, Milwaukee Journal Op-Ed Page Editor Jean Otto said the press organization "has reason to understand that the bureau may be devoting considerable resources to the development of classified promotional material that can be used to persuade Capitol Hill how an informant's identity may be ascertainable under the FOIA.

"It strikes us that this somewhat questionable use of the FBI's funds is a misuse of the bureau's talents," she said. The group's Nov. 16 FOIA request seeks to determine "the nature and extent of any such promotional materials."

Hearing held on Independent Local Newspaper Act

Two Washington, D.C., lawyers, representing the Independent Local Newspaper Association, testified Nov. 18 before the Senate Finance Committee's Subcommittee on Estate and Gift Taxation in support of S 1487, the Independent Local Newspaper Act.

The witnesses were Morris J. Levin, the association's counsel, and Joseph S. Iannucci, its tax counsel.

A Treasury Department witness testified against the bill.

S 1487 would allow an owner of an independent newspaper to accumulate funds in a tax-free trust invested exclusively in government securities in anticipation of estate tax payments [**presstime**, Aug. 1981, p. 11]. ☐

Supreme Court to decide 3 press cases

The U.S. Supreme Court has agreed to decide whether the plaintiff or the press carries the burden of proof in private-figure libel cases.

It also will decide whether the public and press can be excluded from criminal trials while young victims of sex crimes are testifying, and whether The Washington Post should have access to State Department files showing whether two prominent Iranians are U.S. citizens.

In the burden-of-proof case, *Wilson v. Scripps-Howard*, Mississippi farmer Shelby T. Wilson alleged that WMC-TV of Memphis libeled him in a January 1975 report concerning cattle deaths and "starving cattle" on his ranch. WMC is owned by the Scripps-Howard Broadcasting Co.

A U.S. District Court jury found in favor of Wilson after the judge had instructed that the TV station "has the burden of proving substantial truth by a preponderance of the evidence."

Last April, the 6th U.S. Circuit Court of Appeals ordered a new trial. The court found, among other things, that "As a matter of federal First Amendment law, the burden must be placed on the plaintiff to show falsity." Wilson appealed to the Supreme Court.

In the free press/fair trial case, *Globe Newspaper Co. v. Superior Court of Norfolk County*, The Boston Globe is appealing a Massachusetts Supreme Judicial Court decision that testimony of minors who are victims of sexual assault "cannot be subject to contemporary reporting by members of the press."

The newspaper said in a brief to the Supreme Court that the decision "absolutely forecloses any consideration by the trial court of the rights of the press and the public."

It will be the second time for the high court to consider the case. The first was last year, when the Globe appealed an earlier Massachusetts Supreme Judicial Court decision upholding a trial court's closure ruling.

The U.S. Supreme Court in October 1980 returned the case to the state court for further consideration in light of the July 2, 1980, Supreme Court ruling in *Richmond Newspapers v. Commonwealth of Virginia* [**presstime,** Nov. 1980, p. 13]. *Richmond* stipulated that criminal trials will be open unless there are "overriding" reasons to close them, and the Massachusetts court held that sexual abuse cases are an exception to the rule.

In the access case, *U.S. Department of State v. Washington Post Co.*, the government refused to release documents in response to the Post's Freedom of Information Act request. The State Department said release of information on the two men's citizenship could endanger their lives.

The department based its decision on an FOIA exemption covering "personnel and medical files and similar files the disclosure of which would constitute a clearly unwarranted invasion of personal privacy."

The U.S. District Court for the District of Columbia ruled that the information is a matter of public record and must be released.

The U.S. Court of Appeals, District of Columbia Circuit, agreed, saying Congress did not design the FOIA exemption to encompass "the withholding of information on the basis of physical security of persons stationed or residing overseas." The State Department appealed to the Supreme Court.

In the past month, the high court has declined to review three other press-related cases.

In *McCusker v. Valley News*, the issue concerned whether the judge or jury should decide whether a libel plaintiff is a public or private figure [**presstime,** Sept. 1981, p. 10].

In *Rebozo v. Washington Post*, the court's denial of certiorari clears the way for a libel trial against the Post.

Rebozo, a close friend of former President Richard M. Nixon, sued for defamation over a story reporting that he allegedly cashed stolen stocks. The 5th U.S. Circuit Court of Appeals last February said a trial court should not have dismissed the case, as the Post requested, because there were questions of fact regarding whether the Post acted with actual malice.

And in *Cuthbertson et al. v. CBS Inc.*, the court let stand a 3rd U.S. Circuit Court of Appeals decision that two men facing criminal charges in connection with their restaurant-franchising business may not have access to unused film footage from a "60 Minutes" report on the alleged wrongdoing [**presstime,** Sept. 1980, p. 11]. ☐

Court briefs

James Green, who won a $9.2-million libel judgment against the Alton (Ill.) Telegraph, Oct. 29 asked the Illinois Appellate Court to **dismiss the Telegraph's appeal** of the case [**presstime,** Aug. 1981, p. 17].

The Telegraph, which has had to file bankruptcy to carry on its appeal, Nov. 12 objected to Green's motion to dismiss. There was no decision by late November.

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The Newport Daily News Nov. 6 argued in Rhode Island State Supreme Court that a trial judge violated its free press rights last year by **barring reporters from a juvenile's murder trial** because the newspaper published the youth's name.

Judge William R. Goldberg of Rhode Island Family Court said Daily News reporters would be barred until the newspaper agreed in advance not to name defendants in current and future juvenile cases. He cited a law limiting attendance at proceedings to those with "a direct interest."

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An attorney representing the San Francisco-based "Christian Yellow Pages" said the publisher likely will appeal a recent Superior Court decision in Los Angeles prohibiting the directory from **limiting advertising** to people swearing they are "born-again Christians."

Attorney David Llewellyn said the ruling violates the publication's First Amendment rights.

The suit was filed by the Anti-Defamation League of B'nai B'rith on behalf of two Jewish businessmen who were told they could not buy advertising in the Orange County, Calif., edition of the directory. ☐

Possible precedent

Appeals court rules for dailies, against independent contractors

Eighteen independent carriers plan an appeal to the U.S. Supreme Court of a lower-court decision upholding The Providence (R.I.) Journal Co.'s right to use its own delivery force instead of the independents.

The case could set an important precedent for related cases in two other cities with morning/evening newspapers under combination ownership—Kansas City, Mo., and Reno, Nev.—according to attorneys involved in all three cases.

Independent contract carriers buy newspapers from the publishing companies to sell and distribute to readers for a profit. In some instances, like at Providence, the independent contractors sell to other carriers who deal with readers.

That system is in contrast to the employee system, in which newspaper employees both sell and deliver to readers with no middle-man intervention, and to the agency system, a hybrid in which the newspaper retains control of all copies until they reach subscribers but pays nonemployee agents to deliver.

The Journal Co. wants to complete a change in method of distribution to an employee system started in 1973. The employee system, handled actually by a Journal subsidiary, would be cheaper and allow better subscriber service, the company contends.

But citing "irreparable harm" to the independent carriers, a U.S. District Court last year issued a preliminary injunction against the Journal Co. The carriers had argued that the company's plan would violate antitrust laws and put them out of business because there is no other large newspaper in the Providence area and the scant delivery of other publications would not sustain their business.

The Journal Co. appealed, and the 1st U.S. Circuit Court of Appeals in Boston ruled in late September that the newspapers' attempt to improve service through "vertical integration" does not violate antitrust law.

The appellate court also noted that the independent carriers sought to charge higher prices than those listed by the Journal Co. "And it must not be forgotten that it is ultimately consumers whom the antitrust laws are designed to protect."

In the related cases:

- The Kansas City Star Co. in early November asked the 8th U.S. Circuit Court of Appeals in St. Louis to overturn a permanent injunction preventing it from terminating use of independent contract carriers. The injunction was issued last February after the carriers prevailed in a U.S. District Court [**presstime,** March 1980, p. 15].
- A U.S. District Court in Reno last year denied a pretrial motion by independent carriers there for a preliminary injunction to prevent the Nevada State Journal and Reno Evening Gazette from terminating their contracts. Subsequently, the contracts were terminated.

Some of the former carriers plan to proceed with the case, and a trial date may be set this month. Meanwhile, the two newspapers went back to the court in November and sought to get the suit dismissed via summary judgment. No decision had been made on that motion by late November. ☐

Supreme Court 'Preview' back in business

Preview of United States Supreme Court Cases has sold enough subscriptions to resume publication, and the first new issue will be mailed shortly.

The 15-year-old publication, designed to help journalists better understand cases before the U.S. Supreme Court, folded last year because of lack of funds [**presstime,** Sept. 1981, p. 10].

Subscription price for about 40 reports is $35. To order or for more information, contact Preview, care of ALI-ABA (American Law Institute-American Bar Association Committee on Continuing Professional Education), 4025 Chestnut St., Philadelphia, Pa. 19104; (215) 243-1627. ☐

Transportation notes

(Compiled by the ANPA Newsprint/Traffic Department, this column features information about transportation developments that may affect newspapers' shipments of newsprint and equipment.)

A 39-month **contract with U.S. railroads** was tentatively approved the week of Nov. 9 by seven railroad unions.

The contract, retroactive to last April 1, calls for wage increases estimated at 31.25 percent, including inflation adjustments and benefits.

By late November the unions' members had not ratified the contract, which does not embrace Amtrak and Conrail. Six unions still were negotiating.

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Contracts covering **Canadian railway workers** expire Dec. 31. Union demands for 20-percent pay hikes in each of two years went to railroad management in October.

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A proposal to merge the Norfolk & Western Railway and Southern Railway was submitted to the full Interstate Commerce Commission Oct. 30. A decision is expected early next year.

The merger would create a holding company called **Norfolk Southern Corp.** with an 18,000-mile railroad network serving 21 states and the District of Columbia [**presstime,** March 1981, p. 54].

In a related development, the U.S. Railway Association and Erie Lackawanna trustees agreed on a settlement price to transfer EL assets to Conrail and others. The N&W holds some EL stock.

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The ICC Oct. 13 ordered rail carriers to include wastepaper, textile waste, rubber or plastic scrap or waste, and reclaimed rubber under **reduced rates for nonferrous recyclables.**

The commission also ordered rail carriers to initiate refunds to shippers retroactive to Dec. 31, 1980.

Railroads were given 60 days to notify the commission of the manner in which they are complying with the order. ☐

The struggle goes on over state taxes

An ANPA survey of taxes affecting newspapers shows few changes since 1976, when the Association last compiled such state-by-state information.

Three states currently levy taxes on advertising; 12 tax some aspect of circulation sales; and five tax newsprint, according to information gathered from state press associations and individual newspapers. (See chart below.)

In other sales-tax states, newspapers are exempt either by statute or by court rulings from the tax.

But the numbers do not reflect the taxation struggles underway across the country as state and local governments cast about for new revenue.

Advertising. Bills to tax advertising were proposed and defeated in a number of states in 1981, including Florida, Connecticut, Rhode Island and Iowa.

In Oklahoma, a bill to eliminate an exemption for the sale of advertising space in newspapers and other media also was defeated.

But most of those proposals are expected to be renewed when the state legislatures reconvene next year.

In Virginia, newspapers have turned aside legislative efforts to tax advertising preprints, only to have the state Department of Taxation suggest it may rule administratively that inserts in newspapers are subject to a sales tax. (Currently, commercial printers in Virginia and some other states are subject to such a tax.)

In states where advertising taxes already exist, Arizona levies a 4-percent tax on local advertising, and localities can add on 1 to 2 percent; Hawaii taxes ad revenues at 4 percent under the category of "service business"; and in New Mexico, local jurisdictions impose a 3.5- to 5-percent tax on all advertising.

Circulation. Among the 12 states that tax some aspect of circulation sales, methods vary widely.

Some tax only mail subscriptions.

Some tax single-copy newsstand sales over a specified minimum price.

Some exempt sales to carriers or distributors, while others tax sales to carriers and distributors but exempt subsequent sales to subscribers.

Some exempt carrier discounts from the sales tax.

And some have local as well as state levies.

Newsprint. Many states exempt anything used in manufacturing that becomes part of an end product. Newsprint and ink commonly are exempted from taxation under these provisions.

However, newspaper materials don't escape entirely. Kentucky taxes newsprint as personal property, while in Iowa it is subject to a 3-percent use tax.

Louisiana taxes the assessed value of newsprint inventories.

Hawaii levies a .5 percent use tax.

In Minnesota, courts are considering whether a tax on newsprint and ink purchases exceeding $100,000 per year is legal [**presstime,** June 1981, p. 27]. ☐

Vending box fee levied

Fairfield, Conn., notified three newspapers that they would have to obtain permits and pay an annual $25 fee for each newspaper vending machine placed on public property.

Two of the newspapers decided to move their vending boxes rather than pay the fee. ☐

State sales and use taxes affecting newspapers

	Advertising	Circulation	Newsprint
Alabama	Exempt	Subject to tax	Exempt
Alaska	None	None	None
Arizona	Subject to Tax	Subject to Tax	Exempt
Arkansas	Exempt	Exempt	Exempt
California	Exempt	Exempt	Exempt
Colorado	Exempt	Exempt	Exempt
Connecticut	Exempt	Exempt	Exempt
Delaware	None	None	None
District of Columbia	Exempt	Exempt	Exempt
Florida	Exempt	Exempt	Exempt
Georgia	Exempt	Subject to Tax	Exempt
Hawaii	Subject to Tax	Subject to Tax	Subject to Tax
Idaho	Exempt	Subject to Tax	Exempt
Illinois	Exempt	Exempt	Exempt
Indiana	Exempt	Exempt	Exempt
Iowa	Exempt	Exempt	Subject to Tax
Kansas	Exempt	Subject to Tax	Exempt
Kentucky	Exempt	Subject to Tax	Subject to Tax
Louisiana	Exempt	Exempt	Subject to Tax
Maine	Exempt	Exempt	Exempt
Maryland	Exempt	Exempt	Exempt
Massachusetts	Exempt	Exempt	Exempt
Michigan	Exempt	Exempt	Exempt
Minnesota	Exempt	Exempt	Subject to Tax
Mississippi	Exempt	Exempt	Exempt
Missouri	Exempt	Exempt	Exempt
Montana	None	None	None
Nebraska	Exempt	Exempt	Exempt
Nevada	Exempt	Exempt	Exempt
New Hampshire	None	None	None
New Jersey	Exempt	Exempt	Exempt
New Mexico	Subject to Tax	Exempt	Exempt
New York	Exempt	Exempt	Exempt
North Carolina	Exempt	Subject to Tax	Exempt
North Dakota	Exempt	Exempt	Exempt
Ohio	Exempt	Exempt	Exempt
Oklahoma	Exempt	Subject to Tax	Exempt
Oregon	None	None	None
Pennsylvania	Exempt	Exempt	Exempt
Rhode Island	Exempt	Exempt	Exempt
South Carolina	Exempt	Exempt	Exempt
South Dakota	Exempt	Exempt	Exempt
Tennessee	Exempt	Exempt	Exempt
Texas	Exempt	Subject to Tax	Exempt
Utah	Exempt	Exempt	Exempt
Vermont	Exempt	Exempt	Exempt
Virginia	Exempt	Subject to Tax	Exempt
Washington	Exempt	Exempt	Exempt
West Virginia	Exempt	Subject to Tax	Exempt
Wisconsin	Exempt	Exempt	Exempt
Wyoming	Exempt	Exempt	Exempt

Deaths, stress stir debate among association managers

By Margaret Genovese
presstime staff writer

"It's a great, interesting, satisfying line of work," says Minnesota Newspaper Association Manager Robert M. Shaw. Nonetheless, he is calling it quits after 25 years in the state newspaper association business, nearly 18 of them in Minnesota. "The problem," says Shaw, "is overstimulation."

In a letter to the MNA Board of Directors and in a subsequent message to MNA members, Shaw, 59, explained that he had been experiencing "certain early-warning signals."

The signals, he told **presstime** in a subsequent interview, have come in the form of "jabs in the chest."

Shaw's resignation, effective next March, follows the deaths from heart attacks of William Moon, 59, director of the Idaho Newspaper Association, in April 1981; and G. Richard Dew, 59, general manager of the Pennsylvania Newspaper Publishers Association, and Roger W. Williams, 43, general manager of the Oregon Newspaper Publishers Association, in October 1980. Williams had suffered from serious kidney problems.

The stress factor. The situation prompts questions about stresses that accompany the job of a state press association manager.

Those questions were debated intensely but informally by the managers when they gathered last summer for the annual meeting of the Newspaper Association Managers Association, reports Nebraska Press Association Manager Philip Berkebile, who became NAM president upon Moon's death.

For Shaw, the aspect of the job that has shown the greatest growth and that packs the most pressure is legislative work. It was, in fact, during and after legislative sessions that he experienced the warning signals.

Over the past five or six years, Shaw reports, there has been at least a doubling of the number of bills introduced in the Minnesota Legislature that his association must monitor. They range from those that would close public records to those that would tax certain aspects of newspaper operations.

Robert M. Shaw

He could have recommended reorganizing the association so as to delegate the legislative work to an outside lobbyist, Shaw says. "But the way I was indoctrinated into this business ... is that this is the top priority work, and the manager cannot and should not farm this out to anyone else. You've got to be in there at the head of the troops and take full responsibility for what happens."

Among other wide-ranging duties, a typical press association manager acts as a spokesman for the newspaper business in the state—and the pressure of this role has been intensifying, too.

"We sense very keenly the increase in the animosity against the press," Shaw says. "If you do any kind of public speaking ... you get hostility and even paranoia about the newspaper press. ... It seems that we get to feel beleaguered, like Gen. Custer wondering where all those ... Indians came from."

Dealing with members. Newspaper association managers also have to bear the slings and arrows emanating from within the associations.

Kansas Press Association Executive Director Donald M. Fitzgerald, formerly marketing director for what is now the Glass Packaging Institute, says newspaper executives are "more difficult to serve in an association capacity than are the corporate people in other industries, in my experience.

"Because of their (newspaper executives) strong individual personalities, it is more difficult for them to work in associations or to use associations and, therefore, it is more difficult for the association person to serve them without being under the stress and strains that we talk about," he explains.

Fitzgerald says he is alternately accused of spending too much time on the problems of big dailies and too much time servicing the small weeklies. "No matter which way you go, you have someone tugging at you."

Business sense and cents. In addition to being a lobbyist in the legislative arena, a public relations expert for the public, a diplomat with the members, it helps if a manager has some entrepreneurial leanings.

"The publishers pay the dues, and they give you a license to hunt," says Ben Blackstock, executive vice president of the Oklahoma Press Association and the dean of the nation's press association staff chiefs.

What Blackstock means is that dues revenue does not begin to cover the cost of running an active state association. Additional money must be raised through advertising sales services, clipping services, press-release mailing services for companies or individuals, seminars, directories, etc.

Blackstock acknowledges that some may find this a source of pressure, although he himself does not.

In any case, the manager position requires, at the least, a good managerial sense because it amounts, in most cases, to running a fairly good-sized business.

For example, the Pennsylvania Newspaper Publishers' Association has a staff of 18 and an annual budget of about a quarter of a million dollars, says PNPA General Manager Raymond C. Jones, who took over following Dew's death.

PNPA conducts six meetings a year, including a convention and trade show; organizes about 15 seminars; manages a clipping service; runs an affiliated charitable foundation; and publishes a monthly newspaper, a biweekly news report, a quarterly co-op advertising bulletin, a monthly ad linage report, periodic wage scale bulletins and an annual circulation survey.

At 32, is Jones concerned about the effects of the pressures on him? "I guess I think about it," he admits. When you read the obituaries for your counterparts, he says, "it makes you wonder what the heck you've got ahead." ☐

Report paves way for 'pro-competitive' House bill

By C. David Rambo
presstime staff writer

The drive toward new federal telecommunications legislation continued in November as the majority staff of a key House subcommittee issued its long-awaited report on the status of telecommunications competition.

Telecommunications Subcommittee Chairman Timothy E. Wirth (D-Colo.), who endorsed the report, said it was to be followed in late November by introduction of a bill he characterized as "pro-competitive." However, a subcommittee spokesman said Nov. 19 the bill may not be introduced until the first week in December.

The report gives little clue as to how Wirth will propose dealing with the many public policy issues regarding new, computer-based, information technology.

For example, it does not reveal whether his bill will include a provision for a separate AT&T subsidiary to operate new enhanced services—as does the Senate-approved S 898 [**presstime,** Nov. 1981, p. 18]—or whether there will be some other kind of structural safeguards.

But the report does conclude that the "greatest potential barrier" to competition is raised when a community's dominant common carrier "exercises editorial control over, or has proprietary interest in" the content provided.

The "immediate threat," the report says, is from local telephone companies, because they have—and largely will continue to have—monopoly control over most distribution facilities.

". . . (T)he history of interconnection with the local (telephone) loop facilities is replete with instances of the traditional telephone companies using their monopoly leverage, through tying arrangements or other practices, to eliminate or reduce competition in connecting markets," it says.

The report adds that it is "clearly in the national interest for AT&T to be allowed to enter the computer and data processing markets," although such entry entails "serious risks. . . . These relate primarily to the incentives that are created for cross subsidization and the blurring of otherwise meaningful market lines between enhanced and basic services."

The bill is expected to address only those cable television issues involving telephone companies. Majority staff counsel David K. Aylward told a news briefing that cable will be the topic of a separate House bill to follow the main telecommunications legislation.

The report covers 11 days of hearings on "competition, user perspective and diversity," at which ANPA testified, as well as responses to questionnaires and other staff research.

Wirth said in early November he intends to hold hearings on the bill in February, followed by markup by the full Energy and Commerce Committee in March. He foresees House passage later in the spring, a conference with the Senate in June and vote on the House-Senate conference report by the Fourth of July.

W. Terry Maguire, ANPA vice president/legal and government affairs and associate general counsel, praised the subcommittee report as a "foundation upon which legislation can be built which promises to serve the best interests of the public in creating a better procompetitive market for telecommunications services generally and for diversity of electronic information in particular."

In related telecommunications developments:

- Wirth sharply criticized past performance of the Federal Communications Commission. He said Congress must give the commission "further and clearer direction" to end the FCC's "checkered history" of regulation. "We (Congress) must set these priorities."

The FCC's Computer II decision holds that AT&T can offer unregulated services through a subsidiary, beginning in January 1983.

The commission will monitor activities of "Baby Bell" through a special interdisciplinary team of lawyers, accountants, economists and engineers it is organizing.

But Wirth and others believe that won't be good enough. There is "no way (the FCC) can reach in and touch and understand everything that's going on in this market," the congressman said.

- The Justice Department Nov. 2 registered formal opposition to the Computer II decision by asking the U.S. Court of Appeals, District of Columbia Circuit, to order that the FCC reconsider it.
- The department Oct. 30 appealed U.S. District Court Judge Vincent P. Biunno's September decision that a 1956 antitrust consent decree does not block AT&T from doing business as allowed in Computer II [**presstime,** Oct. 1981, p. 22].

ANPA Nov. 19 requested intervenor status in the appeal.

- U.S. District Court Judge Harold H. Greene Oct. 26 set deadlines for the government's major antitrust suit against AT&T. He said the trial must conclude by the end of January, and subsequent briefs must be filed by March. Greene has said he wants to render a decision in the case by July 1982. □

FCC may end broadcasters' cable ban

The Federal Communications Commission Nov. 5 asked for public comments on a staff report recommending an end to the FCC ban on cable system ownership by broadcasters in their service areas and by the major television networks.

The commission earlier had waived its rules to allow CBS Inc. to own cable systems so long as they don't serve more than 90,000 or .5 percent of the nation's cable subscribers [**presstime,** Sept. 1981, p. 15].

The staff report said the commission should not limit the number of cable systems one operator may own or the number of subscribers served.

It recommended, however, that the basic features of the current prohibition against telephone company ownership be retained.

Comments are due 30 days from the Nov. 17 release of the text of the staff report, entitled "FCC Policy on Cable Ownership." □

TCI won't lease cable channels, prefers long-term joint ventures

Tele-Communications Inc., the nation's third largest cable TV operator with systems in 43 states, will not lease channel space on its systems but will consider long-term joint ventures with newspaper partners.

TCI President John Malone announced the policy at a newspaper/cable conference the company sponsored Oct. 27-28 in Denver [**presstime**, Oct. 1981, p. 23]. Representatives of 72 newspapers in markets where TCI owns cable systems attended.

Malone gave two reasons for splitting with other cable owners in deciding not to lease channels: first, a cable system owner is or should be a First Amendment publisher and leasing channels tends to diminish that role; second, leasing puts the cable system owner in some jeopardy of being designated a common carrier by the Federal Communications Commission, a status that would affect rate-setting.

Director of Corporate Marketing Graham Moore said TCI believes so strongly that newspapers are cable systems' "natural partners" that the company, in effect, is giving local newspapers the "right of first refusal" in working with their local systems.

The cable company is willing to enter into long-term (duration of the franchise) agreements with newspapers, but it would want the initial years to be experimental, with the agreement reviewed thereafter, he said.

ANPA Director/Telecommunications Affairs Kathleen Criner, who was one of the speakers at the meeting, said it was useful in that it "cleared the air" on TCI's policy. The company had put its local systems on notice not to lease to newspapers until a corporate policy could be established.

The meeting may have more far reaching implications, she said, if the TCI policy sets a precedent for other cable system operators.

Criner said there are "pros and cons to joint ventures versus leasing," and ANPA does not have a position in favor of one or the other.

One unresolved legal issue, she noted, is whether a joint venture with a cable operator would mean the "fairness doctrine" and other broadcasting content regulations would apply to programming the newspaper puts on the channel.

The TCI presentation itself left some unanswered questions concerning joint ventures, Criner said. These include:

- The extent to which the cable operator would seek to exercise editorial control over the information that the newspaper would distribute on its system.
- The degree of flexibility the newspaper would have to provide services such as teletext in the vertical blanking interval of the channel's regular video signal.
- Whether the cable operator would participate in the investment for equipment and share in loses as well as profits.

J. Edward Murray, president and publisher of the Daily Camera in Boulder, Colo., said the meeting "changed everybody's minds about TCI." It was "carried off with extreme éclat," he said. "It was sharply done."

The company wants "to get under the First Amendment blanket" with newspapers, Murray acknowledged. But, he said, its position in favor of joint ventures rather than leasing "is a fairly intelligent policy" for a company in a developing medium and "perfectly legitimate."

The meeting even won over one communications company executive who had been a strong advocate of leasing. "Yes, the TCI people did stand up and advise us of things they did not want to do with newspapers," said the executive who asked not to be named, "but that left quite an open field for negotiation and coordination on these projects. . . . I think the joint venture makes a lot of sense."

The conference also featured presentations on programming options available for cable television channels, from text and graphic to full video programming, and their costs. Conference participants were given a notebook with examples of newspapers' experiences with cable television thus far. ☐

A delegation from Lancaster (Pa.) Newspapers Inc., led by President Willis W. Shenk (left), Nov. 19 became the first group of newspaper executives to visit the ANPA telecommunications demonstration room at The Newspaper Center, Reston, Va. ANPA Director/Telecommunications Affairs Kathleen Criner explains a news retrieval service being demonstrated by Raymond B. Gallagher of her staff. Also observing (left to right) are John M. Buckwalter, Harold J. Eager, Daniel L. Cherry, Robert F. Williams and William R. Schultz.

News accounts for one-fourth of items sought via Viewtron

One-fourth of all items called up on the Viewtron videotex system during its initial six-month test in Coral Gables, Fla., were in the news category, and more than half of those news items were reports from the Associated Press.

Results on AP's participation were provided by Viewtron's parent, Viewdata Corp. of America Inc., a subsidiary of Knight-Ridder Newspapers Inc. They were released by AP to its members.

The wire service provided to Viewtron a special news report consisting of news, sports, business and features. National news, Middle East reports and stock listings were most popular for the test lasting July 1980 through January 1981—a period covering the presidential campaign and the Iranian hostage crisis.

Among other findings:

- "As the novelty of the system wore off, researchers felt respondents tended to use it less."
- AP material appealed "more or less equally" to various income-level households, "although usage declined slightly as incomes rose."
- For a two-week period in January, usage patterns of 29 households were examined to see whether viewers would call up only a portion or all the "electronic pages" of a particular AP item. Of 1,694 stories AP made available during that time, 35 percent were requested; of those 598 stories, 43 percent were called up "to the finish."

Findings also indicated that shorter stories were followed through to the end more frequently than longer stories. But users called up longer stories more often.

Stories completed most often were sports scores, political stories and death notices, AP said.

Viewtron officials repeatedly have said they will not publicly reveal findings of their telephone-line-based experiment conducted jointly with AT&T [**presstime**, Oct. 1981, p. 24]. The AP results were released because AP agreed to provide data for the trial—with no remuneration—so long as it could forward AP-related findings to its members.

AP also provided information for January-to-September 1981 extension of the Viewtron test. And it will provide stories for the 5,000-participant experiment to begin in mid-1983. But findings from those periods will not be released. Knight-Ridder now pays for AP service.

In a related development, Knight-Ridder announced tentative "partnerships" with Affiliated Publications Inc. and Capital Cities Communications Inc. Through those agreements, Viewtron services eventually could be started in Massachusetts, where Affiliated publishes The Boston Globe, and in Texas and Missouri, where Capital Cities publishes the Fort Worth Star-Telegram and the Kansas City Star and Times.

Affiliated and Capital Cities also will receive market test data compiled from the beginning of the Viewtron experiment.

Albert J. Gillen, president of Viewdata Corp. and senior vice president of Knight-Ridder, said the agreements are the first "of what we expect will be a significant number . . . to bring Viewtron to major American cities as joint ventures between Knight-Ridder and other newspaper companies." □

Telecommunications notes

The first U. S. test of a **transactional videotex** system using French Antiope technology [**presstime**, April 1981, p. 24] will contain news, weather and other information offered by The Minneapolis Star and Tribune.

Called "Firsthand," the service will be sponsored as a one-year test by First Bank System Inc. of Minneapolis. It was scheduled to begin Dec. 1, with 12-15 terminals placed in homes and small businesses in Fargo, N.D. Firsthand is scheduled to expand in mid-1982 to more than 250 terminals in other areas of North Dakota and in Minneapolis-St. Paul. The sponsoring company said it is negotiating with other newspapers to provide additional information via the service.

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The National Cable Television Association has published **"A Cable Primer."**

The 54-page booklet contains a history of cable television as well as information on the basic components of a cable system, the economics necessary to make a system viable, the franchising and regulatory process, local origination, public access and satellite programming. It is available for $15 from NCTA, 1724 Massachusetts Ave., NW, Washington, D.C. 20036.

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Because of heavy demand, a second seminar on **"Newspapers and Telecommunications"** has been scheduled by the American Press Institute for April 25-30, 1982, in Reston, Va.

Nominations are being accepted for the 36-person seminar, which will focus on emerging electronic information systems and their impact on newspapers.

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The Minnesota Cable Communications Board Nov. 13 failed to muster the three votes necessary to repeal a regulation that **bars newspapers from owning cable** television systems within their primary circulation areas [**presstime**, Feb. 1981, p. 22]. A state hearing examiner Oct. 28 recommended that the rule be repealed.

The vote was 2-2 with two members, including a newspaper editor, abstaining and one absent. The matter will be taken up again at the Board's Dec. 11 meeting.

A companion regulation, barring broadcasters in the Twin Cities area from owning cable, was repealed on a 3-1 vote.

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Summaries of key stories from The Wall Street Journal are now available electronically on the Dow Jones News/Retrieval Service as early as 7 a.m. on the date of publication. The new offering is called **The Wall Street Journal Highlights Online**.

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The Forth Worth (Texas) Star-Telegram has reprinted **"Information: The Invisible Industry,"** a five-part series on the telecommunications revolution.

Copies of the 20-page broadsheet reprint have been mailed to editors and publishers throughout the country. Additional copies are available for $1 each from Jim Vachule, Fort Worth Star-Telegram, P.O. Box 1870, Fort Worth, Texas 76101.

Press freedom battles flare around Western Hemisphere

A delegation of publishers representing the Inter American Press Association made a brief visit to Nicaragua in November. The trip was prompted by continued harassment of La Prensa, which has been shut down by the government on five different occasions since July.

After meeting with officials of the Sandinista government, IAPA President Charles E. Scripps said he expects harassment to continue but hopes it will not worsen. "For the time being they (the newspaper and government) seem to be in kind of a standoff," said Scripps, chairman of the board of E.W. Scripps Co.

The government has objected to La Prensa articles critical of Nicaragua's economic policies, but it "does not intend to put the newspaper out of business" permanently, Scripps said.

Nicaragua is one of several Western Hemispheric countries currently battling for press freedom, according to the annual report of IAPA's Committee on Freedom of the Press and Information. Other critical areas highlighted include:

- Guatemala, where three journalists have been killed and two kidnapped this year.
- Argentina, where the press—already subject to continued violence and threats—now faces its worst economic crisis in history because of exorbitant duties on newsprint.
- El Salvador, where government pressure and terrorist attacks have muted most comment in newspapers, although some publications continue to criticize the political and economic situation.
- A number of countries, including Panama, where governments are cracking down on journalists who resist joining mandatory associations or shun licensing.

However, the report also has some good news:

A police officer in the Dominican Republic was tried, convicted and imprisoned for the shooting death of a journalist covering a strike in Santo Domingo; freedom of expression has advanced in Mexico; and in Guyana, a newspaper that had been shut down for two years because the government withheld newsprint is receiving two rolls per week. ☐

Fledgling news agencies look to satellites

The United Nations Educational, Scientific and Cultural Organization is studying ways to allow national and regional news agencies to use satellites in disseminating news from the Third World.

The action stems from a recommendation at the recent UNESCO meeting in Paris on "Regional and International Mechanisms for Dissemination and Exchange of Information."

UNESCO representatives were scheduled to meet with officials of INTELSAT in late November on the possibility of using INTELSAT satellites. INTELSAT, an international organization of 106 member nations, supplies two-thirds of the world's transoceanic telephone and data communications.

Participants at the Paris meeting urged such cooperation be explored before the issue of helping fledgling news services is discussed at the January meeting of UNESCO's newly formed International Program for the Development of Communication [**presstime,** Nov. 1981, p. 17].

Attendees also recommended that media organizations strive for lower telecommunications rates for news wires, especially services to and from developing countries.

World Press Freedom Committee observer Ron Koven described the meeting as "relatively harmonious, generally free of rhetoric and focused on practical problems."

Also attending were representatives of the International Federation of Newspaper Publishers, the International Press Telecommunications Council, the Associated Press, United Press International, Agence France-Press, INTELSAT, and many regional and national information services. ☐

Research guidelines being developed by joint task force

Newspapers in top metro markets should receive preliminary guidelines on standardized readership research this month.

The guidelines are being prepared by a subcommittee of a joint task force of the Newspaper Research Council and the International Newspaper Advertising and Marketing Executives, in consultation with the Advertising Research Foundation.

The subcommittee was formed at the council's Nov. 2-4 meeting in Chicago. The task force had been created last July during INAME's semi-annual sales conference in Toronto.

The task force has taken the position that one research company should conduct this second national newspaper readership study, but neither INAME nor the council will recommend which of several possible suppliers is best suited to conduct it [**presstime,** Nov. 1981, p. 53].

The guidelines are designed to help individual newspapers decide which supplier they should contract with for the multi-market survey.

Another subcommittee is studying the best way to train newspaper personnel to use the readership data and how best to market the data to advertisers and ad agencies, said task force head Phil Stout, manager of marketing services for The Daily Oklahoman in Oklahoma City, Okla.

He said the task force will issue more-detailed guidelines in January on research standards and marketing recommendations.

Stout said the council believes surveys for the second syndicated study should take place next autumn, so they will occur at the same time of year as the landmark Three Sigma Research study, conducted in late 1979 and early 1980.

Also at its meeting last month, the council chose its first executive director, Frank Orenstein, retired vice president and director of market research at the Newspaper Advertising Bureau.

Orenstein is working part-time from his home in Gardiner, N.Y. ☐

Ruth Clark

She helps newspapers target readers' needs

By Margaret Genovese
presstime staff writer

Don't look now, but those changing needs of changing readers just changed again. Says who? Says Ruth Clark, researcher and author of the widely hailed 1979 study "Changing Needs of Changing Readers," that's who.

And when the senior vice president of the New York City-based research firm of Yankelovich, Skelly and White Inc. talks, newspaper people listen.

From the comments of those in newspaper research circles, it appears that Clark's success comes as much from the way she says things as from what she says.

"Ruth has the ability to take the very sterile, factual, statistical data that is developed in surveys and bring it to life. That is a very, very rare talent," says John B. Timberlake, research manager at the Chicago Tribune and immediate past president of the Newspaper Research Council.

But there are at least two schools of thought on newspaper research, Timberlake says. Clark, with her "eclectic" approach utilizing small focus groups of respondents, represents one school. The other school—the "purists"—feel that "survey research techniques with rigid sampling should really be the industry standard."

Despite the differences between "schools," Clark has many fans. One is Glenn H. Roberts, director of corporate research for the Des Moines (Iowa) Register & Tribune Co., who says she is "able to communicate very well with editors and newspaper people."

Her boss, Daniel Yankelovich, thinks he knows why this is so. "I really think she is a 'closet reporter,'" he says. "I think she has just sort of gravitated toward newspapers. She's intuitively at home in that world."

Actually, Clark did work as a writer for a business magazine for a short time after graduating from the University of Michigan, where she majored in political science.

Ruth Clark

Described by one publisher as "a household name in the newspaper industry," Clark got into the survey research field on the household level.

"I started out as a young mother doing door-to-door survey interviewing" on a part-time basis, she recalls.

After going to work for market researcher Willard R. Simmons in 1958, Clark enrolled in Columbia University to learn statistics and other technical research tools.

Deciding in 1960 that she was interested in research involved in "understanding what was happening in society," she changed jobs, going to work for pollster Louis Harris. It was while working with Harris that Clark did her first marketing-strategy study for a newspaper.

The newspaper was the Detroit Free Press. Clark conducted the research at the invitation of Lee Hills, then Free Press editor and now editorial chairman emeritus of Knight-Ridder Newspapers Inc., and Allen H. Neuharth, then the newspaper's general manager and now chairman and president of Gannett Co. Inc.

Neuharth apparently liked her work, because when he went to Gannett's Democrat & Chronicle in Rochester, N.Y., he tapped her for a study there. Later, when Neuharth wanted to determine whether there was a market for a new daily newspaper in Florida's space-town, Cocoa Beach, he again called on Clark.

Those three studies launched her as a researcher for newspapers of all sizes.

It was also Clark's research for ANPA in the late 1970s that led to a number of new Association initiatives, including **presstime**.

And she has conducted two major studies for the American Society of Newspaper Editors. One, the aforementioned "Changing Needs . . .," has had printings totaling 6,500 copies. Why was it so well received? "It had the ring of truth to it," says Clark.

"The genesis of the study was the feeling by the board of directors of ASNE that there was a gap between themselves and their readers," she says. "There was a concern that the gap could be creating circulation problems."

What the respondents in the study were saying to the editors, Clark believes, is "Come closer to us. Get to know us better. And realize that (for the reader) what happens in your local commmunity is as important . . . as what happens in the great big world that you find so exciting to cover."

If she were to do the study today, Clark suspects she would find that while readers are more concerned than ever about news of their own communities, they have a "rising interest" in state, national and international news. "I trace a lot of it to the hostages in Iran," she says. "Iran suddenly made international news local news." She also believes readers are more interested in health and nutrition than they were a few years ago and in finding out more about technology.

But she does not believe in "faddishness." What is good in one market may not be good in another, she cautions.

Her "basic philosophy" with regard to her work with newspapers, Clark says, is that "researchers should not edit newspapers and that readers cannot edit newspapers. Only editors can edit newspapers."

Married and a grandmother, Clark enjoys reading, music, cross-country skiing and gardening. ☐

It wouldn't hurt to cheer a little louder for p.m.'s

By Judith W. Brown

Let's hear it for the afternoon dailies! Weak response.

Let's hear it for the p.m. papers that have gone a.m.! Roars of approval.

From whence cometh these roars? From those who have accomplished the switch from p.m. to a.m., of course, and are extremely vocal about it. Certainly many glowing accounts of such conversions have appeared in our trade journals. They are often laced with dire predictions for afternoon dailies.

Judith W. Brown

What about those of us in the afternoon field? Some are in such strongly competitive markets that they do not have the luxury of even considering converting. Others feel that busy households, where two people are dashing off to work in the morning as well as getting kids ready for school, do not have time to read a newspaper. And there are others of us who feel that there are people who enjoy a few moments of quiet with their newspapers before dinner, people who appreciate the opportunity of reading the paper at their leisure and are not at the TV sets the first moment they get home.

Practically every poll I have answered during the past few months has featured a lugubrious individual draped in black, saying something to the effect that "Isn't it a shame about afternoon newspapers?" The words "beleaguered" and "troubled" rush from their lips as they speak in sepulchral tones of the "plight of afternoon papers." "Have you noticed how many p.m.'s are dying?" they query. "Are you planning to switch to an a.m. to meet the competition" (and incidentally commit suicide)? "Do you think there is a place for afternoon newspapers?"

Darn right I do. But I cannot understand the way many newspaper editors and publishers throughout the country are lamb-like in following this gloomy propaganda and actually beginning to believe it! We are our own worst enemies by admitting that "Oh, yes, people would rather watch TV. Oh, yes, a morning newspaper is so much fresher." Ridiculous.

When there is not an alternative, many busy people just save the morning paper to read in the afternoon when the news is much staler than that which could be provided by a lively p.m. This is not to say that morning papers do not have an audience. They certainly do. But co-existence is possible and desirable for public preferences as well as for the health of newspapers.

We have allowed habit formed over the years to be stolen away from us in the afternoon field, and—in addition to the ever-present and acknowledged necessity of creating interesting and informative editions—we have allowed another's mind-set to subvert our own beliefs and inclinations.

All of us know perfectly well that we must remind our readers of our intents and repeat stories and background information. This is human nature. By no means does every one absorb everything in the first gulp. We tell our readers how to think about every issue in the world, it seems, but do we so much as whisper that "it's nice to come home to an afternoon newspaper?"

Well, we at The Herald do, but how many of us have the Messianic spirit? If we genuinely believe that an afternoon newspaper has and can have a place in people's lives, we should tell them.

We're not selling anything that is injurious to health. All of us put work, thought, love—our very lives—into the production of a newspaper which we think is helpful to people on many levels.

Many editors, myself being one of them, fight fiercely for the latest possible deadlines, so that we can bring the most current news to our readers, often to the dismay of circulation managers. Do we tell our readers that? We should. It's part of the package they buy with their newspaper.

Unfortunately, some editors don't fight. They sit back and say, "Oh, well, the latest news is on TV and radio anyway, so why not advance the deadlines?" They don't care that the paper then becomes just a re-hash of the day before. They don't have to tell their readers what they're doing. It's all too obvious.

Many established p.m. papers appear to be selling out their birthrights.

I have read a remark of a successful a.m. editor who casually noted that he would appreciate afternoon competition as there is plenty of news to go around. Sure, there's plenty of news, but in a highly competitive area there is not plenty of advertising, and few reporters I know enjoy eating their words.

I do not propose an internecine fight between morning and afternoon newspapers. There is a place and a need for both.

Here in Connecticut there are communities, New Haven is one, in which the p.m. circulation is three times that of the a.m. paper. There are instances where the reverse is true, as in Waterbury.

Nevertheless, the afternoon newspaper, despite traffic problems of delivery, despite the TV threat, despite blithe acceptance of a.m. over p.m., does have advantages. As we say in our slogan, the paper is "Timed to arrive when you have time to read."

Let's stop kidding ourselves. Most p.m.'s do not go a.m. because there is a loud, deafening demand from readers to do so. Most switch-publishers with whom I have spoken say they have had to re-train their readers, and that many readers still don't like the change. But in a monopoly town, the readers are at the mercy of the newspaper that switches, usually for its own convenience, added advertising revenue, ease of distribution, etc.

It seems to me, however, that those of us who do not believe in switching, or who realistically could not do so even if we wanted to, had better promote our beliefs a little more positively so that the readers will understand why we feel that way.

Readers already know about the convenience, readability and other good points that the afternoon newspaper has to offer. But it never hurts to remind them—and ourselves, as well!

As Hamlet said: "The readiness is all." □

Brown is editor and publisher of The Herald of New Britain, Conn., an afternoon newspaper of 39,617 circulation.

SPJ,SDX convention backs FOIA

Journalist and educator Clark R. Mollenhoff moderates SPJ, SDX panel on investigative reporting at the society's convention last month in Washington, D.C.

As legislators on Capitol Hill deliberated proposed changes to the Freedom of Information Act last month, some of the act's strongest supporters were meeting just several blocks away and whipping up support against measures to weaken the law.

The need to preserve FOIA was a key theme of the 1981 convention of the Society of Professional Journalists, Sigma Delta Chi, Nov. 11-14 in Washington.

"Before passage of the Freedom of Information Act, government officials thought—no matter what the request—that it was perfectly all right to say 'no'" to requests for public documents, said ANPA Chairman and President Katharine Graham in the keynote address.

"I think the most important gain from the Freedom of Information Act is that it has largely changed this erroneous presumption," added the chairman of The Washington Post Co.

Graham and others warned of dangers to the public and press stemming from proposed federal legislation that would "significantly curtail" FOIA. (See **chairman's corner**, inside front cover, and story, p. 13.)

Outgoing SPJ,SDX President Howard Graves, Associated Press bureau chief in Portland, Ore., said the changes would affect reporters "in large and small cities all over this country. We are not talking about something strange or technical. We are talking about your daily newsgathering."

Not only did the society's leadership urge local chapters to lend general support for activities to block deterioration of FOIA, but its general counsel also encouraged members to utilize the act as a means of substantiating the case for its retention.

"If you don't use the FOI laws or aren't aware of them," said Bruce W. Sanford, "then that builds up a head of steam for the people who want to do away with them or amend them."

Also at the convention, the SPJ,SDX Freedom of Information Committee released its annual report, this year a 56-page color tabloid entitled "The Right to Know."

Produced jointly with Gannett News Service, the publication features first-person stories by reporters who have faced subpoenas and contempt citations as well as reports on dozens of attacks against the press across the country. Copies are available from GNS, 1625 K St. NW, Washington, D.C. 20006.

In an interview with presstime, new President Charles R. Novitz said FOI efforts will be one of three top priorities for his 1981-82 term. The FOI initiatives will include raising money for the SDX Legal Defense Fund and continuing support of the Freedom of Information Service Center—conducted jointly by SPJ,SDX and the Reporters Committee for Freedom of the Press—and of the First Amendment Congress.

Charles R. Novitz

Novitz, managing director of Independent Television News Association in New York City, also said he will stress improvement of The Quill, the society's monthly magazine, and an amplified "continuing education" program for mid-career journalists as well as beginners.

Another important area will be membership development to draw needed revenues. SPJ,SDX several years ago raised annual national dues to head off a deficit. Although the organization with an approximately $1-million budget consistently has operated in the black, "we've been riding the margin" with "little fat," Novitz said.

Among business at the convention, the society:

- Adopted a resolution mandating that the Bylaws Committee propose a name change at next year's Nov. 10-13 convention in Milwaukee to drop the Greek letters "Sigma Delta Chi." Earlier, the organization's 20-member board of directors, by one-vote margins, had defeated motions to propose to the Washington convention either that name change or one to "American Journalism Association."
- Approved a national annual dues of $10 for campus chapter members beginning in 1984. Students now pay no national dues.

About 1,200 people—65 percent of whom were students, 23 percent working journalists and 12 percent educators—attended the convention, in contrast to the 900 which has been the average at society conventions for the past 10 years, officials said. ☐

FOI, newsroom management, writing among subjects of 1981 APME reports

Continuing studies reports of the Associated Press Managing Editors Association for 1981 were released at the annual APME convention Oct. 20-23 in Toronto. Following are names of the reports and chairmen of the committees producing them:

- Freedom of Information: Michael J. Davies, Kansas City (Mo.) Star and Times
- Wire Watch '81: Robert H. Giles, Rochester (N.Y.) Times-Union and Democrat & Chronicle
- The Changing Newspaper—Year 2000: Drake Mabry, Des Moines (Iowa) Register and Tribune
- Managing in the Newsroom: Robert W. Ritter, Nevada State Journal and Reno Evening Gazette
- How to Recruit Minority Journalists: Paul Janensch, The Courier-Journal and The Louisville (Ky.) Times
- Editors and Educators: Bridging the Gap: Larry Fuller, Argus Leader, Sioux Falls, S.D.
- Professional Standards: Gene Foreman, The Philadelphia Inquirer
- 10 Years of New Technology: C. Donald Hatfield, The Herald-Dispatch, Huntington, W.Va.
- Writing and Editing: Gloria Brown Anderson, The Miami News
- Research: Jack E. Howey, Nixon Newspapers Inc., Peru, Ind.
- Business and Economics: Ralph Langer, The Dallas Morning News
- Modern Living: Robert E. Rhodes, Corpus Christi (Texas) Caller and Times
- Sports: Thomas W. Jobson, Asbury Park (N.J.) Press
- Foreign News: Who Cares?: Robert D. Ingle, San Jose (Calif.) Mercury and News
- Photo and Graphics report: Trueman E. Farris Jr., Milwaukee Sentinel
- Media Competition: George Blake, The Cincinnati Enquirer
- PM Report, and PM/Bonus Report, Afternoon Newspapers: Is Future in Morning?: William F. Cento, St. Paul (Minn.) Dispatch
- Mixed, But Not Nuts (state news): William B. Brown, Columbus (Ga.) Ledger and Enquirer
- Annual Report: W. Howard Eanes, Augusta (Ga.) Chronicle and Herald
- Publication and Information report: George R. Burg, Kansas City Star and Times
- Membership & Performance: Allen F. Schmahl, The Grand Island (Neb.) Daily Independent.

Editors and Educators Bridging the Gap
10 years of NEW TECHNOLOGY
THE CHANGING NEWSPAPER—YEAR 2000
APME PHOTO AND GRAPHICS
WRITING AND EDITING
SPORTS
Managing in the Newsroom

NAB tape offers tips on avoiding libel, privacy suits

A new training tool to be used in explaining to reporters how they can avoid suits for libel and invasion of privacy is being offered by the National Association of Broadcasters.

An audio cassette recorded by libel and First Amendment attorney Floyd Abrams defines the problems of libel and privacy matters and reviews many aspects of both issues. Heard with Abrams on the briefings tapes is NAB counsel Stephen E. Nevas, who produced them.

The briefings can be used as a foundation for further instruction by local counsel.

The "NAB Newsroom Law Briefings" cassette is available at the NAB-member rate of $10 for ANPA members identifying themselves as such. Contact Judy Meehan, NAB Publications Department, 1771 N St. NW, Washington, D.C. 20036; (202) 293-3529. ☐

New design book highlights 7 dailies

Seven newspapers noteworthy for their appearance are featured in *1981 Newspaper Design*, a newly published book containing more than 150 illustrations of newspaper pages.

Roger F. Fidler, who compiled the book and who serves as design consultant for Knight-Ridder Newspapers Inc., said it is designed to help layout editors and designers avoid "ruts" which can become "an occupational hazard" when working against unrelenting deadlines.

The seven newspapers examined in the 128-page book are the Boston Sunday Globe, the Times-Union of Rochester, N.Y., the New York Daily News, The New York Times, The Bulletin of Philadelphia, The Morning Call of Allentown, Pa., and The Washington Star (which ceased publication last summer).

The book costs $14 per copy, $17 for Canadian residents, plus $1.50 postage and handling. To order, contact Source Publications, 700 NE 61st St., Miami, Fla. 33137. ☐

ACEJMC stands by decision not to reaccredit Mo. sequence

The Accrediting Council on Education in Journalism and Mass Communications has affirmed its decision not to reaccredit the University of Missouri School of Journalism's newspaper publishing sequence.

The school had appealed the initial decision made last spring [**presstime,** Aug. 1981, p. 28].

The recommendation of an appeals committee to withhold reaccreditation was accepted by the ACEJMC at its Oct. 18 meeting in Chicago.

Subsequently, Missouri Dean Roy M. Fisher told **presstime** he will recommend that newspaper publishing continue to be taught in the same way, but that it be incorporated into the news-editorial sequence "so it will be fully accredited."

Fisher, who has announced he will step down as dean of the school next Aug. 1, said the accrediting committee did not understand the publishing sequence's importance as a means of introducing students to small, community newspapers.

In other action, the ACEJMC formed a committee to study its policy on announcing its accrediting decisions.

Currently, the council announces only the names of the schools and the sequences it accredits or reaccredits. It does not disclose decisions against accreditation or against reaccreditation, or decisions to accredit or reaccredit on a provisional or probationary basis.

The ACEJMC also appointed a committee to study a resolution passed by the Association for Education in Journalism at its August convention that educators rather than journalism professionals have a majority vote on the council [**presstime,** Sept. 1981, p. 21].

Also, Milton E. Gross, secretary-treasurer of the ACEJMC, announced his retirement as associate dean of the Missouri School of Journalism for health reasons.

Gross, who joined the Missouri faculty in 1942, will retain his position with the accrediting council. □

'NIE Week' slated Feb. 22-26 in five Midwestern states

Preparations are underway for the observance of "Newspaper in Education Week" Feb. 22-26.

The event is being sponsored by International Reading Association councils in Illinois, Indiana, Michigan, Ohio and Wisconsin in cooperation with ANPA Foundation [**presstime,** Aug. 1981, p. 29].

NIE Week kits have been distributed to educators, newspapers and press associations in the five states. The kits include order forms for camera-ready curriculum materials developed by the Foundation.

Meanwhile, The Milwaukee Journal and Milwaukee Sentinel have begun planning a dinner for reading experts to familiarize them with the observance, and the newspapers are preparing a set of in-house ads.

The Chicago Sun-Times will sponsor a conference for reading professionals. Puppeteer Shari Lewis will address the group and will appear on local radio and TV programs to promote the week. □

17 student newspapers win Pacemaker Awards

Five high school and 12 college newspapers have been named winners of 1981 Pacemaker Awards, jointly sponsored by ANPA Foundation, the National Scholastic Press Association and the Associated Collegiate Press.

The national competition judges newspapers on a basis of best overall content and appearance, with emphasis on excellence in writing, design and coverage.

High school winners are:

- Shield, A. N. McCallum High School, Austin, Texas
- Union Street Journal, Cherry Creek High School, Englewood, Calif.
- Clarion, Southeast High School, Lincoln, Neb.
- The Owl, Warren Central High School, Indianapolis
- Lance, Westside High School, Omaha, Neb.

Ceasar Williams, assistant metropolitan editor of the Kansas City (Mo.) Star, judged the high school entries and presented the awards at the NSPA convention in Kansas City Nov. 8.

Collegiate winners (with an asterisk denoting repeat winners) are:

- The Channels, Santa Barbara (Calif.) City College
- *The Graphic, Pepperdine University, Malibu, Calif.
- *Oshkosh Advance-Titan, University of Wisconsin-Oshkosh
- Roundup, Pierce College, Los Angeles
- College Heights Herald, Western Kentucky University, Bowling Green
- Bona Venture, St. Bonaventure (N.Y.) University
- *Falcon Times, Miami (Fla.) Dade Community College-North (third consecutive year)
- The Campus, College of the Sequoias, Visalia, Calif.
- The University Leader, Fort Hays State University, Hays, Kan.
- *University Daily Kansan, University of Kansas, Lawrence
- The Stoutonia, University of Wisconsin-Stout
- *The Ranger, San Antonio (Texas) College.

Judging of the collegiate competition was by J. Montgomery Curtis, a consultant for and former executive of Knight-Ridder Newspapers Inc. He presented the awards Oct. 29 at the ACP convention in Miami Beach.

ANPA Foundation Chairman and President Alvah H. Chapman, president and chief executive officer of Knight-Ridder, said the winning papers "exhibited the highest standards of journalism.

"The faculty who guide these publications and the student staffs who produce them are to be commended for the excellence of their product.

"It is heartening to know that many of these talented young men and women will some day bring this excellence to the newspaper profession."

Va. to decide NIE endorsement; 8 states have approved concept

The Virginia Board of Education this month will consider endorsing the Newspaper in Education concept. If it does, Virginia will join eight other states that have given some kind of official recognition to the idea of using the newspaper as an educational tool.

The board Dec. 11 will consider a recommendation by its Curriculum and Instruction Committee that NIE be endorsed. That action would mean additional exposure for the NIE program through Virginia Department of Education publications.

The types of recognition granted NIE in the other eight states, according to ANPA Foundation Vice President and Director Judith D. Hines, are as follows:

- Florida's Department of Education staff includes a full-time NIE consultant funded by the department
- Maine's Department of Education staff includes a full-time NIE consultant funded by the Maine Daily Newspaper Publishers Association
- Arizona, Arkansas and California law permits state funds to be used to purchase newspapers as teaching materials
- Washington State Superintendent of Public Instruction Frank B. Brouillet serves on the Washington State Newspaper in Education Committee, which is made up of educators and representatives of newspapers.

The committee has developed a newspaper curriculum unit for grades 6-8 which has been printed and distributed by the state public school system.

- And in three states NIE has been "endorsed" by state officials, making it easier to promote the program at the local school level. Endorsements have come from California's Superintendent of Public Instruction Wilson C. Riles [**presstime**, May 1980, p. 42], Connecticut's Board of Education and Commissioner of Education Mark R. Shedd, and Texas' Commissioner of Education Raymon L. Bynum.

The process is not an automatic or easy one, however, Hines noted.

In Texas, where an effort had been made to appropriate $500,000 in state matching funds for local school districts to purchase newspapers for use in high school classrooms [**presstime**, Sept. 1980, p. 39], the legislature adjourned its 1981 session last summer without approving the measure.

Another session will not be convened until 1983. ☐

Activity cards available for grades 4 through 8

Newspapers in Education classroom activity card sets are now available from ANPA Foundation.

The camera-ready, 240-card sets are divided into sections on language arts, social studies, science, math and newspapers. They are designed for students in grades four through eight.

The cards, with space for a newspaper logo, cost $25 per set. They and other materials—classroom activity calendar ($15), "Citizens on Assignment" workbook ($10) and "Our Living Community" learning activities for grades 7-12 ($35)—are available from ANPA Foundation at The Newspaper Center, Reston, Va. ☐

NRP program airs free-press concepts

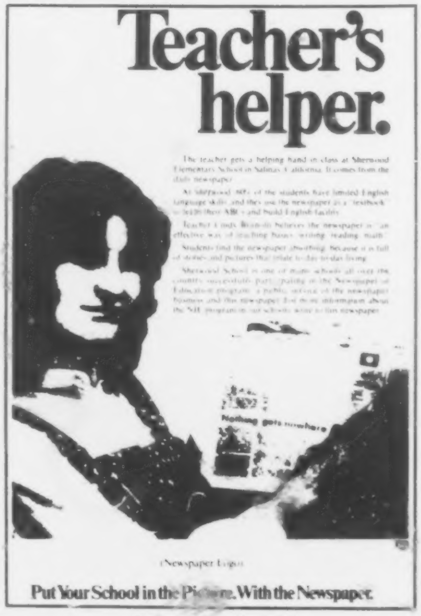
The Newspaper Advertising Bureau, on behalf of the Newspaper Readership Project, has produced a 21-minute video presentation entitled "The First Freedom" intended for high school, college and adult audiences.

The program examines "what the press is, how it works and why it matters," explained Richard Dorne of the Creative Department of NAB. Accompanied by a printed discussion guide, "The First Freedom" addresses accuracy, fairness, access, censorship and responsibility, with narration by two newspaper publishers, two editors and an investigative reporter.

The 16mm film version costs $150. In videotape, it costs $75 for the half-inch wide version and $85 for the three-quarter-inch version.

For more information or to order, contact NAB at 485 Lexington Ave., New York, N.Y. 10017; (212) 557-1800. ☐

Camera-ready ads, presentation tout NIE


Teacher's helper.
(Newspaper Logo)
Put Your School in the Picture. With the Newspaper.

One of the five ads

A series of newspaper advertisements and a slide/sound presentation have been prepared for the Newspaper in Education program.

Designed and produced by ANPA Foundation and the Newspaper Advertising Bureau for the Newspaper Readership Project, the materials seek to stimulate community interest in NIE.

The ads cite NIE success stories in five U.S. cities and provide examples of how the newspaper can be used in teaching various subjects at all grade levels.

The set of five, camera-ready advertisements can be used as in-house ads, posters or flyers.

The 15-minute slide/sound presentation—designed for school advisors, teachers, parent groups and civic organizations—tells what NIE is and how it works in five cities.

Both the slide show and the ad set are available for $50 each from NAB, 485 Lexington Ave., New York, N.Y. 10017 ☐

Taboo or not taboo, that is the advertising question

By Elise Burroughs
presstime staff writer

Escort services in Connecticut, contraceptives in Florida, X-rated movies in California, mail-order goods in Arkansas.

What do they have in common?

They are, so far as advertising is concerned, deemed taboo by one or more newspapers in those states.

"Numerous courts have repeatedly reaffirmed the right of publishers to reject any and all advertising — in fact, not to publish anything at all," says W. Terry Maguire, ANPA vice president for legal and government affairs and associate general counsel. (He notes, however, that newspapers are subject to the antitrust laws and other statutes generally governing business operations.)

For every newspaper, then, there is a separate opinion as to which advertising is to be accepted, which rejected.

And those decisions aren't limited to questions of taste and decency. There is also the matter of avoiding fraudulent advertising. Fraudulent ads are increasing to such a degree that some proposals have been made for additional government enforcement of mail-fraud statutes.

Considering the complexity of the situation, ad directors say, a newspaper's process of deciding which ads to accept and which to reject can become a time-consuming and expensive endeavor.

Many newspapers, especially those with more than 50,000 circulation, have written guidelines for advertising personnel. The guides usually reflect legal requirements, the experience of individual ad departments and what newspaper executives perceive as the prevailing standards in their markets. They state what advertising is never acceptable and what standards should be applied in questionable situations.

Some experts maintain, however, that newspapers are safer without written guidelines.

One such person is Don H. Reuben, a Chicago media attorney who represents the Chicago Tribune. He says that if a newspaper has written guidelines, "as sure as God made little green apples, someone will deviate from them." A would-be advertiser who has been rejected theoretically could use a newspaper's own standards in court as proof that he or she had been unfairly discriminated against.

Reuben says he does not know of any cases where a newspaper has been sued successfully for not following its own guidelines, but "it happens in other businesses."

However, the Dayton (Ohio) Daily News (evening, circulation 139,979) and Journal Herald (morning, 102,780) have had no problems of that sort in the 10 years their written guidelines have been in effect, reports Edward J. O'Neil Jr., vice president/marketing. He points out that when an ad is rejected, even if it violates a specific guideline, he never cites a reason for the rejection. "We simply say it's not acceptable," he says.

Standards vary. At The Harrison (Ark.) Daily Times (circulation 10,641), Publisher J.E. Dunlap Jr. says the statement on his rate card that he reserves the right to reject any ad is the only written guideline he needs.

Dunlap says he is the final arbiter of what is acceptable and in good taste. Recently, he turned down a full-page ad that he felt was anti-Semitic in tone. In the face of indications that the local community is softening somewhat in its traditional opposition to hard liquor, the newspaper recently began accepting liquor ads — with no complaints so far.

Another daily, The Advocate of Stamford, Conn. (circulation 29,709), is in the process of writing standards of acceptability, reports Advertising Director Paul Johnson.

In less than a year, Johnson and his ad department have had to create a new classified category for ads from companies that help would-be tenants find apartments; devise guidelines for what is acceptable and unacceptable in lingerie display ads; and turn down an ad from a male stripper offering his services to "bachelorette parties."

In deciding on advertising acceptability, some newspapers place their responsibility as "family newspapers" above all else and hesitate to offend anyone. The St. Petersburg (Fla.) Times and Evening Independent, for example, are among those that turn down any and all contraceptive ads.

In supposedly "with-it" Los Angeles, the Times went to court several years ago and successfully defended its right to refuse ads for X-rated movies.

In Dayton, the protection of family sensibilities is tempered by the right of citizens to receive information, according to O'Neil. The papers accept ads for X-rated movies (although illustrations and descriptions are strictly monitored) and any other business that is legal.

The newspapers' 24-page "Standards of Advertising Acceptability," which is distributed to advertisers as well as sales personnel, details guidelines for questionable categories. Massage parlors, for example, must provide state licenses before an ad is

Standards of Advertising Acceptability
Dayton Newspapers Inc.
BETTER BUSINESS BUREAU
CODE OF ADVERTISING
Advertising Consumer Credit and Lease Terms
Advertising Standards of Acceptability

A variety of written aids to determining advertising acceptability exists, but some newspapers shun them.

accepted. Ads also must state that the service "is exclusively for women with female operators or exclusively for men with male operators or separate facilities for men and women."

"My feeling is that the best way to eliminate something that people find objectionable is for it to go out of business because no one is patronizing it," O'Neil says. If a business is thriving and is legal, it has a right to advertise, he adds.

Beyond bad taste. Many ads received by newspapers, however, are not legal. They solicit money for goods, services or business opportunities that are worthless. The use of fraudulent ads, especially in the business opportunity category, has become epidemic in recent years, according to James Ralph, vice president of ANPA Credit Bureau Inc. [**presstime,** Oct. 1981, p. 35]

Last year, many Iowa newspapers published a warning about fraudulent business-opportunity ads in their classified ad columns. The warning was drafted by State Attorney General Thomas J. Miller, who also led a successful campaign for a new law requiring out-of-state companies offering business opportunities to register and obtain a bond to cover possible abuses.

Yet the ads keep coming in. One recent example cited by the Montana Press Association stated:

"We pay $100 each (yes $100 each) for death notices and obituaries clipped from your local newspaper. Ship us any amount each day and we will pay you $100 for each clipping. We are earning $8,000 a week operating this newspaper clipping plant. You can do the same shortly. Rush $12 for the above plan today."

The press association called the ad "almost unbelievable," but Joan Jenewein, manager of the Montana Press Association, says a few newspapers in the state actually printed it.

The increased activity by fraudulent advertisers—who often prey on the poor and the elderly with worthless business solicitation and mail-order ads—has led Sen. David H. Pryor (D-Ark.) and Rep. Claude Pepper (D-Fla.) to introduce legislation strengthening the powers of U.S. Postal Service inspectors.

For smaller newspapers, thorough checking of advertiser references requires an investment in time and effort that some feel they can't afford.

The bills would give postal employees authority to search offices—including newspaper offices—for information about ads that have run afoul of mail fraud statutes. ANPA Staff Counsel L. Peyton Hendricks says the bills' provisions "raise some concerns."

No action on either bill is expected this year.

Private policing procedures. Newspapers, however, are not waiting for the government to act. In recent years, most larger newspapers have devised procedures to protect their readers and themselves from shady operators.

The St. Petersburg papers, for example, insist on receiving samples of mail-order goods before they run an ad. Staff members determine whether the products seem to be worth the advertised price and whether the company appears to be legitimate.

At the Los Angeles Times, anyone wishing to place business-solicitation ads must fill out a form and give bank and credit references. The Times then checks those references, according to General Advertising Manager J. William Sinkking.

But CBI's Ralph says not all newspapers are that thorough. "Sometimes, if someone gives them the name of a bank or reference, the newspaper just assumes it must be OK and doesn't bother to check it out," he says.

For smaller newspapers, thorough checking requires an investment in time and effort that some feel they can't afford.

The procedural problem prompted Dunlap of Harrison, Ark., to stop accepting all mail-order ads for work-at-home businesses. He told Sen. Pryor's field hearing on the mail-fraud bill that it is unfortunate his blanket policy precludes legitimate as well as fraudulent companies from advertising, but with his staff and budget, he can't afford to weed out the bad from the good.

The growth of newspaper organizations and consumer protection resources in recent years have made it easier for newspapers to conduct at least cursory checks, C. Dennis Schick, executive director of the Arkansas Press Association, told the Pryor hearing. He noted that:

- Many state press associations keep files on problem advertisers.
- If an ad comes in from a distant state or city, a call to the Better Business Bureau or Chamber of Commerce in the business's home territory can be helpful.
- State and county consumer protection offices often can tell questioners if a business has previous complaints against it.

ANPA Credit Bureau Inc. also maintains files on bad accounts and regularly alerts its members to problem advertisers.

In many cases, operators who place fraudulent ads also neglect to pay their bills—including ad charges. Even if a check accompanies an ad from an unknown advertiser or agency, there is no guarantee that there is enough money in the bank to cover the check.

Nothing, Ralph says, can take the place of careful evaluation before an ad appears in the newspaper.

Tools available. A newspaper contemplating adopting guidelines of its own may borrow samples from the International Newspaper Advertising and Marketing Executives.

Non-newspaper guidelines also exist:

- The National Council of Better Business Bureaus has a voluntary Advertising Code that is updated periodically. The 11-page, pocket-sized code contains basic guidelines for advertisers, advertising agencies and media. It covers comparative price and savings claims, warranties, testimonials and endorsements, and other topics.
- Several federal agencies have regulations regarding advertising, but they are applied to advertisers and ad agencies rather than to the media. Some papers, however, screen ads to see that they follow the government regulations.

Agencies issuing advertising regulations are the Federal Trade Commission; the Bureau of Alcohol, Tobacco and Firearms (which the Reagan administration has proposed be disbanded); the Civil Aeronautics Board; and the Food and Drug Administration. Each has prepared booklets explaining its regulations. ☐

Try a CLASS solution to local selling problems

By Jack Kauffman

Sometimes, even the best-run newspaper is faced with a local problem that calls for outside help. It may be competition from local television, which requires sophisticated research techniques that most newspapers do not have in-house. It may be a large retail chain shifting its advertising from run-of-paper to mail delivery, preprints or to television. It may be the need for a new desk-top presentation for the retail salespeople to use with all their accounts, and the need to train them.

For problems like these the Newspaper Advertising Bureau several years ago developed a program called Complete Localized Advertiser Selling Service, or CLASS. It's designed to put the bureau's research, marketing and presentation facilities to work helping solve *your* local problems at a cost you can afford.

Our first project, which I described in this column two years ago [**presstime,** Dec. 1979, p. 32], involved the daily newspapers in Mankato, Rochester and St. Cloud, Minn. Sears, Roebuck and Co. was cutting back its ad budgets and shifting advertising out of run-of-paper ads into preprinted inserts.

The bureau and the newspapers developed and carried out a research project together which clearly established that Sears' sales had declined in each city in the same proportion by which Sears had reduced its share of newspaper advertising.

The resulting CLASS presentation to Sears' zone management had a number of favorable payoffs for the three newspapers. One of them recorded a $44,000 increase in Sears advertising for a single quarter.

Here are two, more-recent examples of how CLASS has mobilized the bureau's services to attack difficult selling problems of member newspapers.

1. Lawhon's is a chain of furniture stores operating from eight markets in seven states across the United States. Lawhon's investment in TV advertising was heavy—and increasing. The newspapers in each of the eight markets joined to sponsor a CLASS anti-broadcast presentation.

The Tulsa (Okla.) Daily World and Tribune arranged a meeting in Tulsa between Lawhon's top executives and representatives of the sponsoring newspapers from the eight markets. They saw a 45-minute CLASS presentation developed jointly with the bureau that showed detailed comparisons of Lawhon's actual TV and newspaper schedules. New research, designed by the bureau and conducted by the newspapers, revealed how furniture shoppers read their local newspapers and where they ranked Lawhon's in providing "best value." The research also clearly demonstrated that furniture shoppers' number one source for buying information on furniture was their daily newspaper. In addition, cost comparisons showed newspapers' greater cost effectiveness over television.

CLASS is designed to put the bureau's research, marketing and presentation facilities to work helping solve a newspaper's local problems.

Harold Stralser, president of Lawhon's, said, "I've seen a lot of presentations, but this is the best."

Each of the sponsoring newspapers received a copy of the presentation to use with their local Lawhon's store.

2. In the St. Louis market, a continuing problem faced by the Post-Dispatch and Globe-Democrat is free-distribution, suburban weekly newspapers—36 of them, in fact, with a weekly circulation of 764,000.

Local advertisers, especially food retailers, gradually had increased their use of weeklies to the point that by last year the three largest local supermarket chains—Kroger, National Stores and Schnuck's—were spending more than half their ad budgets in the weeklies. They were spending more and more in television, too.

Our first step was to go to St. Louis and meet with representatives of the newspapers and the food chains, to get an understanding of the problem and the market. The plan which grew out of these meetings involved detailed, customized presentations to each of the three chains, based on five different and totally new types of information:

- 800 telephone interviews with principal food shoppers of St. Louis-area families.
- 400 personal interviews with food shoppers outside the stores.
- A reach-and-frequency analysis of each chain's advertising in all media for the period.
- An analysis by Burgoyne Inc. of Cincinnati, a market research firm, of all in-store displays and promotions for the period.
- An analysis of NABSCAN [**presstime,** Sept. 1980, p. 28] product movement data.

This research enabled us to show the chains who their customers are, what food shoppers think of them and what media their customers use. For example, we showed National Stores that 82 percent of its customers read the two St. Louis dailies compared to 43 percent for the suburban weeklies, and how $3,600 for a half-page daily newspaper ad delivered an 81 percent reach, compared to a 48 percent net reach delivered by television for the same dollars.

We used NABSCAN data from the stores to demonstrate conclusively that items advertised in the daily newspaper had by far the largest sales increases of any advertised items. And so on, with each chain's presentation being custom-prepared on easel charts. The total out-of-pocket cost to the newspapers was about equal to the revenues from two and one-half combination advertising pages in those papers.

If your newspaper has a problem area where this kind of approach is called for, a CLASS presentation could be the answer. Write or give me a call, and I'll get things started. ☐

Kauffman, president of the Newspaper Advertising Bureau, is a regular contributor to **presstime.**

More newspapers file comments with FTC supporting Los Angeles Times in ad case

A growing number of newspapers and newspaper-business organizations are urging the Federal Trade Commission to dismiss its complaint that the Los Angeles Times' practice of giving discounts to large-volume retail advertisers discriminates against smaller advertisers.

Dismissal of the complaint would render moot the proposed settlement agreement between the FTC and the newspaper. Negotiated a year ago and announced last September, the agreement has been renounced by the Times [**presstime**, Nov. 1981, p. 34].

The proposed settlement includes a system of index values that the Times would use to calculate volume discounts. It would limit the maximum discount to 26.765 percent.

The 60-day period for the public to comment to the FTC on the agreement was scheduled to end Nov. 30.

In a 23-page statement filed Nov. 16, ANPA made marketplace, public policy and legal arguments for dismissal:

- "The information marketplace is growing rapidly, offering advertisers an ever-expanding array of media choices."
- "The clear weight of public policy is against the imposition of rate-setting requirements which would place artificial restrictions on free-market forces."
- "The statutory authority upon which the commission based its original complaint is not adequate to support imposition of a regulatory scheme on the structure of newspaper advertising rates."

The Nevada State Press Association also has filed comments in support of the Times, and Inland Daily Press Association and Southern Newspaper Publishers Association have indicated they will also.

The latest newspapers and newspaper companies to ask the FTC to dismiss the consent agreement include The Yuma (Ariz.) Daily Sun; The Enterprise and The Press of Riverside, Calif.; Pueblo (Colo.) Star Journal; St. Joseph (Mo.) Gazette and News-Press; Holdrege (Neb.) Citizen; The Wilson (N.C.) Daily Times; The Free Press of Quakertown, Pa.; York (Pa.) Daily Record; The Houston Chronicle; Advance Publications Inc.; and Knight-Ridder Newspapers Inc.

In addition, the National Association of Chain Drug Stores has said it will file comments backing the Times' position.

Meanwhile at the FTC, new Chairman James Miller III—without mentioning the Times case—criticized the agency's past enforcement of price discrimination cases as "misdirected." ☐

Panel will discuss movie advertising

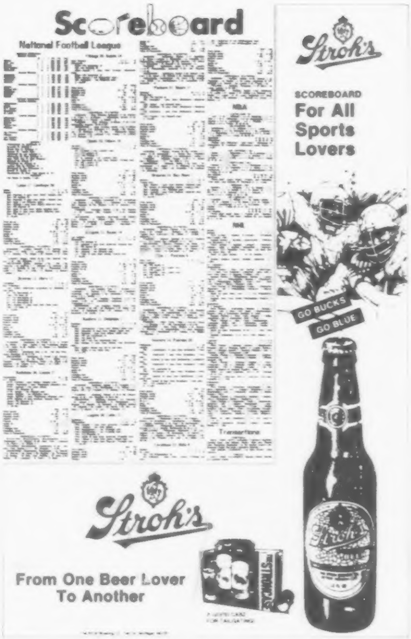
The publishers of five major newspapers will meet with representatives of the motion picture industry to discuss joint problems.

The publishers were named by Edward Estlow, chairman of the Newspaper Advertising Bureau board, in response to a request from the Motion Picture Association of America. Announcement of the committee came at last month's annual convention of the National Association of Theater Owners in Las Vegas, Nev.

The publishers are Otto A. Silha, chairman of the Minneapolis Star and Tribune Co.; Richard J.V. Johnson, president of the Houston Chronicle; James F. Hoge, publisher of the Chicago Sun-Times; Richard T. Thieriot, president and publisher of the San Francisco Chronicle; and Tom Johnson, publisher and chief executive officer of the Los Angeles Times.

Richard Kahn, senior vice president for marketing for Metro-Goldwyn-Mayer Inc., complained last January that newspapers often take movies and theater owners for granted. Kahn told the International Newspaper Advertising and Marketing Executives that unless newspapers improve their treatment, the movie industry will turn its advertising efforts elsewhere [**presstime**, March 1981, p. 40].

At the theater owners' convention, however, Charles Kinsolving, vice president, marketing/planning of NAB, said motion picture advertising in newspapers rose 7.6 percent in the first six months of 1981 compared with 1980. Newspapers' share of movie advertising increased from 67 percent to 69 percent, he said. ☐



One newspaper that turned down the Camel Scoreboard ad campaign [presstime, Nov. 1981, p. 36], The Blade of Toledo, Ohio, is offering an alternative. Space in a reverse "L" bordering sports scores is available to advertisers on a daily or weekly schedule.

Retail ad expenditures jump 20.7% in September

September's retail advertising expenditures in newspapers showed the largest gain of all advertising categories when compared with September 1980, according to preliminary figures compiled by the Newspaper Advertising Bureau.

Advertising expenditures for the month were: retail, $838.3 million, an increase of 20.7 percent; national, $229.6 million, 13.3 percent; and classified, $438.3 million, 8.2 percent.

For the first nine months, newspaper ad expenditures were $12.828 billion, a 16.3-percent increase over the same period last year. By categories, the nine-month totals were retail, $6.828 billion, up 15.7 percent; classified, $3.92 billion, up 14.1 percent; and national, $2.08 billion, up 22.9 percent.

The bureau's estimates are based on measurements by Media Records Inc. in 63 index cities, plus other data. ☐

Newspaper advertising rated most believable in national poll

A recent national survey has found newspaper advertising is considered more believable than that of any other medium.

In the survey by Opinion Research Corp., 68 percent of 1,001 respondents listed newspaper advertising as believable or very believable. The percentages for other media were radio, 59 percent; magazines, 52 percent; television, 34 percent; and direct mail, 25 percent.

The results were published in a Newspaper Advertising Bureau Research Report, "The Believability of Advertising Media: Results from a Nationwide Survey."

The report noted that, in general, consumer attitudes toward advertising have become less favorable since the 1960s. It cited a 1974 study by the American Association of Advertising Agencies which showed that four out of five people believed advertising persuades people to make unnecessary purchases.

But while advertising as a whole is viewed more unfavorably nowadays, the report showed that consumers aged 18-34 have even higher faith in newspaper ads than the general population, with 80 percent listing newspaper ads as believable or very believable.

"Over the years, the environment for advertising messages may have deteriorated. If so, then the credibility of the medium that carries advertisers' messages is more crucial today than ever before. High believability for the audience gives any advertising message a better chance of being perceived as believable. Newspapers can provide the credibility to give advertisements a fighting chance against growing consumer skepticism," the report concludes.

Copies are available for $2 each from the Research Department, NAB, 485 Lexington Ave., New York, N.Y. 10017. ☐

Firm offers new ad order, billing service

Creative Media Services reports a good response to Newsprint Network, its recently announced, one-order, one-bill service for run-of-press national advertising in newspapers.

The Wilton, Conn., firm, which previously handled media buying for Newspaper Co-op Couponing, said in November it was preparing estimates for ads that would run in mid-December.

In placing ads, an advertiser or agency tells Creative Media what markets it wants to reach, ad sizes and insertion dates. The service then prepares a list of the necessary newspapers, their publishing schedules, circulations, ad line rates, contract rates, insertion deadlines and cost per insertion. Information on rates and contract applicability is updated weekly.

After an order is approved and the ad placed, Newsprint Network receives the bills, checks the tear sheets and pays the bills. For its services, Newsprint Network receives 15 percent of the ad agency's 15-percent commission or 2.25 percent of the gross billing. ☐

New York police arrest four in newspaper ad scam

Four people were arrested Nov. 4 in New York City and charged with grand larceny in connection with a scam involving the placing of fraudulent advertising in newspapers.

Arrested in the New York State Police raid at the 80 Wall St. offices of Transcontinental Strategic Metals and Rockwell Strategic Metals were Rose Vega, Sheldon Jackler, Marilyn Sokoloff and Robert Sirnperg, all of New York City.

According to a spokesman for the New York state attorney general's office, the charges against the four allege that they used company names similar to those of large advertising firms to place false advertisements, and that the newspapers were unable to collect on them.

ANPA Credit Bureau Inc. began warning its subscribers as early as July 1980 about the ads [**presstime,** Oct. 1981, p. 35]. Credit Bureau Vice President James Ralph appeared Nov. 19 before a New York grand jury investigating the matter.

New ABC language would clarify rules on separate editions

The Audit Bureau of Circulations board of directors has given preliminary approval to new language clarifying rules on separate newspaper editions, such as those published for the suburbs by some big-city dailies [**presstime,** Nov. 1981, p. 37].

Charles O. Bennett, ABC vice president of communications, said the new language—while representing no change in the substance of ABC policies—spells out more clearly what nameplate and geographic identification editions must carry to be counted for circulation-auditing purposes as part of a given newspaper.

The ABC board will take up the matter for final action at its Feb. 10-13 meeting. ☐

Robert A. Macklin dies; was retired ICMA chief

Robert A. Macklin, 66, who retired as general manager of the International Circulation Managers Association in July [**presstime,** Aug. 1981, p. 31], died Nov. 4 in Albuquerque, N.M., of a neurological disease.

Macklin had served as ICMA general manager 1962-65 and 1975-81. He wrote the book, *Newspaper Circulation Management Training,* and many booklets on circulation.

His daily newspaper career included stints as circulation manager for several newspapers in California and eight years as circulation adviser for Copley Newspapers.

Born in Fort Worth, Texas, Macklin was a newspaper carrier there in his youth. He attended El Camino College in California and was a veteran of World War II.

He is survived by his wife, Maizie; a daughter, Tamara Abel, of Albuquerque; and a son, James, of Los Angeles. ☐

Independent contractors at issue

The status of independent contractors is at issue in three court cases involving newspapers. See story, p. 15.

Canada's prices to increase; 3 of 4 suppliers freeze U.S. level

Four newsprint manufacturers have announced a new round of price increases, but only one is scheduled to apply to U.S. as well as Canadian customers.

Consolidated-Bathurst inc. said that on March 1, it will raise the price for customers in both countries from $500 to $540 a metric ton.

The company gave higher costs for energy, labor, wood and transportation as reasons for the increase, its first since July 1.

Industry analysts expressed surprise at the Consolidated-Bathurst move to boost U.S. prices in light of their expectations that U.S. newsprint consumption will not increase next year and may even decline from 1981 levels.

Meanwhile, MacMillan Bloedel Ltd., Crown Zellerbach Canada Ltd. and British Columbia Forest Products Ltd. informed their *Canadian* customers of newsprint price increases of $40 (Canadian) a metric ton. The $500 (U.S.) price for *U.S.* customers will not be raised.

The Canadian price hikes come on the heels of recent wage settlements that will boost wages of British Columbia paperworkers by 28 percent over the next two years. MacMillan, Crown Zellerbach and BCFP have mills in the province.

Effective Dec. 1, MacMillan's new price for customers on Vancouver Island and the lower mainland of Canada is $540 a metric ton. For those in the British Columbia interior and in Alberta, $556 a metric ton.

On Jan. 1, Crown Zellerbach will raise the price for all its Canadian customers to $540 a ton, and BCFP will follow suit a month later.

MacMillan cited monetary exchange-rate differences as one reason for the price differential. It will narrow the gap somewhat between what Canadians pay for newsprint in Canadian dollars compared to what American customers pay in more valuable U.S. dollars [**presstime**, Oct. 1981, p. 49]. A company spokesman noted that in 1974, when the Canadian dollar was worth more than the U.S. dollar, MacMillan increased prices less in Canada than in the United States.

MacMillan, Crown Zellerbach and BCFP last raised prices—for customers throughout North America—on Aug. 1. ☐

Newsprint notes

International Paper Co. approved a $10-million plan to modernize the bleach plant at its Mobile, Ala., mill where newsprint and kraft and white paper are made.

Studies have been underway there since last spring on the feasibility of undertaking an overall, $65-million improvement program [**presstime**, June 1981, p. 57]. The recent announcement is considered encouraging by industry observers who note that IP earlier had indicated that the mill might have to be closed.

• • •

Maclaren Power & Paper Co. may replace a newsprint machine at its Buckingham, Quebec, mill. The proposed new machine would increase annual mill capacity of 105,000 metric tons, to a total of 263,000. Newsprint produced would be sold in northeastern North America.

Maclaren expects to decide on the proposal in early 1982, with start-up in 1983. ☐

Canadian grants, exchange rate aid modernization boom

A healthy market, government grants and the awareness that today's favorable monetary exchange rate with the United States is not a long-term certainty are fueling the Canadian pulp and paper industry's current modernization boom, according to one industry executive.

T.O. Stangeland, executive vice president of Consolidated-Bathurst Inc., said the industry is investing about $2.8 billion this year in building new facilities and rebuilding old ones.

In Quebec, where Stangeland's company is located, the largest amount of modernization funds over the period 1979-84 is going into machine speed-ups and pulp-process conversions, he said. Smaller amounts are earmarked for anti-pollution and energy conservation programs. According to Stangeland, the total investment package should decrease newsprint manufacturing costs about 15 percent.

The industry's big investment in energy conservation comes at a time when national energy policies are increasing the price of Canadian oil, Stangeland noted.

The price of Canada's domestic oil (at the wellhead) will reach 80-85 percent of the world price by 1986, he predicted. This is significant because even today, with the price of Canadian oil (at the wellhead) at only 50 percent of the world rate, energy accounts for 16 percent of newsprint manufacturing costs.

Stangeland's remarks came before a joint meeting of the ANPA Newsprint Committee and the Newsprint Section of the Canadian Pulp and Paper Association. (See **"speeches"** listing, inside back cover.) ☐

Financial report of paper companies, first nine months of year

Net income (in thousands of dollars)

	1981	1980	% Change
Abitibi-Price Inc.	$ 96,403(a)	$ 62,824	+53.4
Boise Cascade Corp.	82,840	104,570(b)	–20.8
Consolidated-Bathurst Inc.	93,625(c)	91,320	+ 2.5
Crown Zellerbach Corp.	46,100	62,100	–25.8

	1981	1980	% Change
Crown Zellerbach Canada Ltd.	13,500	29,400(c)	–54.1
Donohue Inc.	19,300	19,900	–3.0
Great Northern Nekoosa	71,000	75,200	–5.6
International Paper Co.	285,400(a)(c)	236,700(c)	+20.6
Kimberly-Clark Corp.	156,200	137,900	+13.3
MacMillan Bloedel Ltd.	13,100(c)	107,500	–87.8
St. Regis Paper Co.	145,436	139,540	+4.2
Southwest Forest Industries	12,257	24,809(c)	–50.6
Weyerhaeuser Co.	181,951	241,381(a)	–24.6

(a) Including extraordinary charge
(b) Restated
(c) Including extraordinary credit

Tips to minimize web breaks offered at newsprint seminar

Ways to avoid costly newsprint web breaks were examined at the "Newsprint and the Pressroom" seminar conducted Nov. 12-13 in Chicago by ANPA and the Technical Section of the Canadian Pulp and Paper Association.

Just how costly web breaks can be was illustrated by Dale E. Nissen, production manager of The Houston Chronicle.

He told the 325 seminar participants that the average web break costs the Chronicle $41.69 in labor and materials and 12.3 minutes in lost production time. For the month of August 1981, he figured web breaks cost the newspaper $20,500 in labor and materials and 100 hours of production time.

To minimize breaks, Nissen said, the Chronicle has given the reel operator, the press unit operator and the reel room foreman responsibility for monitoring web breaks; implemented a press room training program stressing reduction of web breaks; and standardized press functions relating to webs.

He and other speakers suggested that newspapers take the further step of providing newsprint mills with reports on newsprint performance identifying known causes of breaks.

Thomas W. Cooper, production director of the Union-Tribune Publishing Co. of San Diego, explained the record-keeping and reporting system in use there.

The web-break reports are sent to press room and maintenance supervisors to help them spot personnel and equipment problems, as well as to newsprint mills to help them determine why breaks are occurring. "We feel our break-reporting system is as important to the paper mill as it is to us at the newspaper," Cooper said.

A modified version of the San Diego system has been implemented by 15 members of the Western Newsprint and Technical Committee. The committee was organized two years ago by 18 San Francisco Bay area newspapers, but all 25,000-circulation-and-up newspapers in the Western United States and Canada have since been invited to join.

Taking the record-keeping procedure even further, Heikki Lindqvist of the Finnish Newspaper Publishers' Association said web break statistics have been kept on a national basis in Finland since 1970.

Other presentations relating to controlling web breaks included newsprint handling procedures, by W.G. Ames, manager of the Eastgate production plant of the Edmonton (Alberta) Journal; preventive press maintenance, by James L. Fenley and George W. Sanders of the Memphis (Tenn.) Publishing Co.; correct web tension, by Lars O. Larsson of the Swedish Newsprint Research Centre; and the Abitibi-Price Pressroom Data Management System, by Archibald M. Bruce, director of quality assurance for Abitibi-Price Sales Corp.

On the subject of the reduction in newsprint basis weight [**presstime**, May 1980, p. 58], two views were presented.

Armando I. Gonzales, manager of the management engineering department at The Miami Herald, said the experience at that paper and at other Knight-Ridder newspapers indicates that the use of lighter-weight newsprint has a direct, negative effect on runnability and resultant higher operating costs and capital demands.

But Donald Garyantes, vice president of operations for the Army Times Publishing Co., said the reduction has resulted in no appreciable difference in runnability at its Springfield, Va., plant.

In addition to scrutinizing current problems, seminar participants heard a report on the future [illegible] forestry in Canada.

F.L.C. Reed, assistant deputy minister of the Canadian Forestry Service, said the industry is in a "critical transition stage" from harvesting the resource, which provides one out of 10 Canadian jobs, to systematic forest renewal.

The fact that Canada has harvested its forests to "an alarming degree" is now widely recognized, Reed said.

But noting that Canada's federal and provincial governments have put forest management "high on their list of priorities for the coming decades," he is confident "there will be enough trees to maintain our traditional exports" of forest products.

Other topics discussed at the seminar included the optical properties of newsprint, the print quality of offset and letterpress newsprint, bar code roll identification systems, the use of roll hardness measurement in forecasting newsprint runnability, and newspapers and the future.

A limited number of booklets containing the papers presented at the seminar are available from the ANPA Newsprint/Traffic Department at The Newspaper Center, Reston, Va. ☐

Newsprint Committee Chairman Donald N. Soldwedel (left) of The Yuma (Ariz.) Daily Sun and Stanton R. Cook of the Chicago Tribune flank forestry official Reed.

Consumption rises slightly in October

Newsprint consumption by all U.S. users was up in October compared to the same month last year, but the increase was only 0.1 percent, preliminary figures show. It was the sixth monthly rise since March.

For the first 10 months of this year, all users' consumption was up 0.7 percent, according to the figures.

U.S. daily newspapers' consumption in October increased the same amount as that for all users—0.1 percent. But their 10-month consumption total was 0.8 percent less than that for the same period of 1980.

Canadian mills' shipments for the first 10 months increased 2.1 percent from 1980. Shipments to the U.S. were down 2.3 percent; those overseas increased about 16 percent; and those to Canadian markets rose nearly 7 percent.

U.S. mills' domestic shipments increased 10.4 percent. Overall, they were up 12.2 percent.

U.S. publishers' stocks at the end of October averaged 43 days, compared to 39 days at the end of October 1980. North American newsprint mill inventories were up about 35 percent at the end of October from a year earlier.

The U.S. operating rate for October was 94.6 percent, compared to 96.6 percent last October. ☐

Estimated consumption of all U.S. daily newspapers[1]

Region	September 1981	September 1980	% Change
Northeast	156,264	159,401	−2.0
North Central	143,699	151,852	−5.4
South	198,218	193,601	+2.4
West	147,559	149,537	−1.3
Circulation size			
0-25,000	56,808	49,410	+13.0
25,001-100,000	120,222	119,183	+0.9
over 100,000	468,710	485,798	−3.5
September totals	645,740(r)	654,391	−1.3(r)
Nine-month totals	5,708,968(r)	5,762,924	−0.9(r)

Region	October 1981	October 1980	% Change
Northeast	171,999	174,377	−1.4
North Central	156,084	158,878	−1.8
South	211,340	206,977	+2.1
West	156,975	155,511	+0.9
Circulation size			
0-25,000	59,018	54,467	+8.4
25,001-100,000	127,566	133,459	−4.4
over 100,000	509,814	507,817	+0.4
October totals	696,398(p)	695,743	+0.1(p)
Ten-month totals	6,405,366(p)	6,458,667	−0.8(p)

Estimated consumption of all U.S. users

	1981	1980	% Change
August totals	828,000(r)	819,000	+1.1(r)
September totals	842,000(r)	823,000	+2.3(r)
October totals	914,000(p)	913,000	+0.1(p)
Ten-month totals	8,356,000(p)	8,299,000	+0.7(p)

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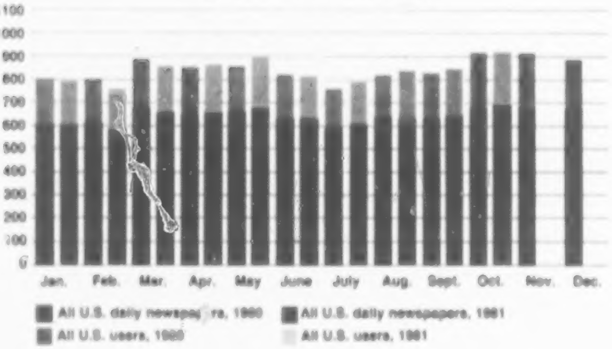
[1] Based on stratified data from ANPA-member newspapers in statistical sample; figures in this and other tables in metric tons.

Estimated newsprint consumption, 1980-81
(Thousands of metric tons)



Production

	Canada	U.S.A.	North America
October 1981	814,624	419,727	1,234,351
October 1980	735,178	377,175	1,112,353
Increase or decrease	+79,446 +10.8%	+42,552 +11.3%	+121,998 +11.0%
Ten months 1981	7,433,740	3,981,521	11,415,261
Ten months 1980	7,226,175	3,542,400	10,768,575
Increase or decrease	+207,565 +2.9%	+439,121 +12.4%	+646,686 +6.0%

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
October 1981	542,991	88,583	163,157	794,731
October 1980	505,768	81,135	148,131	735,034
Ten months 1981	4,989,152	867,507	1,487,332	7,343,991
Ten months 1980	5,106,958	811,548	1,277,729	7,196,235
From U.S. mills				
October 1981	397,945	....	19,034	416,979
October 1980	365,822	....	15,634	381,456
Ten months 1981	3,734,654	....	226,679	3,961,333
Ten months 1980	3,382,787	....	148,388	3,531,175
From North American mills				
October 1981	940,936	88,583	182,191	1,211,710
October 1980	871,590	81,135	163,765	1,116,490
Ten months 1981	8,723,806	867,507	1,714,011	11,305,324
Ten months 1980	8,489,745	811,548	1,426,117	10,727,410

Stocks

U.S. publishers[2]		(Days' supply on hand)	(Days' supply in transit)
August 1981	928,056	46(r)	6
August 1980	793,094	[illegible]	6
September 1981	943,630(r)	44	7
September 1980	782,246	36	6
October 1981	968,771(p)	42(p)	7(p)
October 1980	762,829	33	6
Canadian mills			
October 1981	254,595	—	—
October 1980	191,634	—	—
U.S. mills			
October 1981	40,780	—	—
October 1980	27,556	—	—

[2] Represents stocks of ANPA-member newspapers in statistical sample

(r) = revised
(p) = preliminary

Ways for papers to adjust to VDT work environment

By Alan Janesch
presstime technical writer

Video display terminals and complaints about them have spawned a new awareness of the way newspaper people cope, physically and psychologically, with computer technology.

In response to a number of inquiries in this area, the ANPA Research Institute has designed a new Technical Advisory Service study [**presstime,** Oct. 1981, p. 44] of working environments in member-newspaper offices.

ANPA/RI's first such venture into workplace "ergonomics"—a new buzz word for the study of the problems people have in adjusting to their environment, particularly the work-place environment—took place in September at The Providence (R.I.) Journal Co. A second was conducted in October at the Baltimore Sunpapers, and tentative arrangements have been made for seven more.

ANPA/RI environmental engineers found some problems with reflective glare on the VDT screens at Providence, but otherwise gave the company a clean bill of health.

The Journal Co.'s department-by-department program of modernization is an "excellent approach," according to the engineers' post-visit report. "All the work stations we examined meet the ergonomic criteria. . . . It is quite evident that a large financial investment has been earmarked by management for the physical well-being of (the company's) people and property."

That report, as well as previous studies by ANPA/RI specialists and the opinions of medical experts, indicate there is no evidence—and very little likelihood—that the eye can be damaged permanently by lighting levels and visual work with VDTs in an ordinary office environment.

Visual work can cause fatigue and can reduce visual ability temporarily; e.g., it may take seconds or minutes for a worker who has focused on a near object for a long time to regain good distant vision. But this is not unique to VDT workers, notes environmental engineer George Cashau, ANPA/RI's coordinator of operations.

Complaints of eyestrain, backaches and other muscular pains can be caused by things as prosaic as:

- Glare.
- Uncomfortable non-adjustable chairs.
- Lack of leg room and knee room.
- Harsh or highly reflective colors and textures of work surfaces and surroundings in the work area.

Good work-space design, taking into account lighting, furniture and colors, can overcome such negative aspects of VDT usage.

And according to Hy Shaffer of Bernard Soep Associates, the way to [illegible]ve that design is to view the work place as a large interrelated system, rather than as a collection of independent work stations.

"The total working environment, especially in areas where the VDT is to be used, involves every visible surface of the space," says the vice president of the Boston space-planning and architectural design firm.

"Given the option," Shaffer adds, "we opt for a total system—just as total as the switch from the typewriter to the VDT. The cost-effectiveness is no longer a subject for debate."

Changes that his company suggests usually represent no more than a few percentage points in the total investment in the front-end system, but they are critical to the full return on that investment, Shaffer says.

"Just plunking the VDTs down in the same old place at the same old desk, with the same old chair and same old lighting, is simply an invitation to ergonomic problems to proliferate," Shaffer cautions.

The space-planning expert says a newspaper installing VDTs may realize space reductions in the wire room, composing room and circulation area, but not in the newsroom. VDTs are bigger than typewriters, he points out, and a reporter writing a story on the tube still needs an area to display notes.

Providence editor works at tiltable terminal.

Shaffer advises that space be arranged on the basis of work flow, on what work areas or equipment must be adjacent, on the existing and future work force, and on the building's configuration. ANPA/RI offers a TAS in-plant layout.

More specific suggestions from Soep and from ANPA/RI follow.

VDTs, desks, chairs. A VDT with a separate terminal and keyboard is a good choice because then the worker can move the keyboard to a position to avoid the back, shoulder and neck pains that might arise from prolonged use in poor posture.

Some VDTs have tilting and/or rotating screens. Combined with separate keyboards, this gives a great deal of flexibility. ANPA/RI has designed an adjustable mount for VDTs which provides just that flexibility. (For more information, contact production engineer John J. Ford at the Research Institute in Easton, Pa.)

A VDT operator should be able to get in and out of the work station without awkward motions. For comfortable seating at a table or desk, about 7 to 8 inches of knee room usually proves satisfactory.

As for chairs, look for the combination of comfort, flexibility and adjustability. "You shouldn't buy a chair with a million adjustments if the chair itself isn't basically comfortable," says Shaffer.

The chair should be adjustable so that when the worker is using the keyboard, the forearms are parallel to the floor. The worker's feet should rest flat on the floor, with the thighs parallel to the floor. If the worker can't get into such a position without stretching, a footrest should be provided.

Seat height should be adjustable to within 16 to 19 inches above the floor; back height and back tension also should be adjustable.

The most trouble-free chair is one with a pneumatic adjustment handle just under the seat which raises and lowers the seat height. Another handle adjusts back tension. The chair's surfaces curve smoothly so that they do not cut into the body on the back or behind the knees.

Meeting such requirements are the Ergon Chair by Herman Miller Inc., the Bio Chair by Midwest Publishers Supply Co., and chairs made by Euro Chair of America and Steelcase Inc.

Lighting, glare. Pending future research, VDT workplaces should have less illumination than old composing rooms, which were illuminated up to 1,000-1,200 lumens per square meter. To prevent glare, VDTs should be oriented so that they are parallel to light sources as much as possible. The "luminance ratio"—a comparison of light intensity between light-reflecting and light-absorbing objects—should be controlled. A ratio of 1:3 in the central field of vision and 1:10 in the peripheral field of vision is a good guideline, many authorities believe.

VDT screens and keyboards, carpeting, wall coverings, desk tops, and even materials such as notepads and paper should be chosen following those general guidelines.

A properly designed, indirect-lighting system will virtually eliminate glare and reflection and provide soft, even, shadow-free light. If there is not enough ceiling height to mount suspended fixtures, then recessed fluorescent fixtures with louvers should be considered [**presstime**, April 1980, p. 40].

Windows, color, surfaces. Glare from windows can be eliminated or reduced by using curtains or blinds. Any screening material should be plain and with a reflectance of more than 0.5 to match that of the wall surfaces in the workplace.

A thick, finely meshed material also will help block outside noise and absorb inside noise. Unless there is an extraordinary staining problem, carpeting is the best floor covering.

Color can add life, excitement, comfort, liveability and pleasantness to the work environment. But startling colors or patterns should be avoided on vertical surfaces such as walls and doors. They can be distracting and irritating to the eyes.

Work surfaces should have matte (nonreflective) finishes. Chrome or shiny trim should be avoided. Contrasting top and body color combinations should be avoided, as should black or white desktops. Color, pattern, lightness and darkness should be handled gently; wrong combinations or finishes will irritate the eyes.

Air. Heat given off by VDTs should be taken into account when calculating air conditioning requirements. Also, relative humidity should be high enough to prevent static electricity. ☐

(Above) Journal Co.'s classified ad department contains functional work stations for ad takers. (Below) We've come a long way, baby, since 1908, when "ergonomics" was not a major concern.

Honor job guarantees, court tells daily

By Clark Newsom
presstime labor writer

The 6th U.S. Circuit Court of Appeals has held that E.W. Scripps Co., publisher of The Cincinnati Post, breached a contract by dismissing more than 100 printers in December 1979 when the The Cincinnati Enquirer began printing the Post under a joint operating agreement.

The court ruled that "lifetime" job guarantees granted the composing room employees under a 1974 side agreement between the Post and Typographical Union No. 3 did not expire with the basic contract last March 1.

Overturning a lower-court decision [**presstime**, Jan. 1980, p. 55], the appeals court said Scripps' liability was not limited "to a period that ends with the termination of the last collective bargaining agreement."

If the appellate court's Oct. 23 decision stands, Scripps would be liable for monetary damages to the printers for breach of contract. The court made no provision for the workers to get their jobs back.

International Typographical Union attorney Ronald Rosenberg, who termed the appellate court's action "a very important victory," said the case represents "the first judicial challenge to a lifetime guarantee provision."

However, in a friend-of-the-court brief submitted last year, ANPA said the case arose from "a situation which all at the local level agreed was unique to the City of Cincinnati." The ITU, the Association added, was attempting "to create an aura of national importance" for the case by "misstating disjointed facts" about it.

The attorney who represented the dismissed printers, John Lloyd, told **presstime** that the Cincinnati pact "was a unique contract."

Scripps President Edward W. Estlow said the company has filed a petition for a rehearing before the full court. "We don't think the decision is in the public interest because it frustrates the Newspaper Preservation Act," he said. "There is a conflict of law involved. . . . The decision was made under contract law. We think it should have been made under labor law."

The 6th Circuit noted "the traditional reluctance of courts to construe employment contracts as lifetime guarantees. This . . . agreement, however, is simply too precise and too unambiguous to permit any other inference about the intent of the contracting parties."

The job security agreement stated that named employees "will be continuously employed for the remainder of their working lives by The Post as printers" and that the agreement "is permanent."

Scripps had argued, among other things, that any responsibilities it had toward the printers ended when printing operations ended at the Post.

In rejecting that argument, the court stated:

"It may be the case—a point we need not decide—that Scripps would not be liable to plaintiffs were it to go out of business entirely. Plaintiffs concede that the . . . agreement was not meant to apply in the event of complete financial failure.

"But as the district court concluded, the Post has not in any meaningful sense gone out of business. It is still being published; it is still producing revenue. If it had gone completely out of business, all parties involved in the organization—shareholders, managerial officers, editorial employees, and printing employees—would have borne some loss.

"By closing down its printing operations without compensating plaintiffs, Scripps has sought to force them to bear a disproportionate share of the losses caused by the Post's financial difficulties."

F.I.C.A. tax to rise

The maximum Social Security tax paid by employees and employers will rise from $1,975.05 this year to $2,170.80 in 1982.

Effective Jan. 1, the increase will result from an expansion of the wage base subject to the F.I.C.A. tax—from $29,700 to $32,400—and from a boost in the tax rate—from 6.65 percent to 6.7 percent.

There will be no Jan. 1 increase in the minimum wage. It will remain $3.35 an hour.

On the issue of mitigating damages, the appeals court remanded the case to the district court to determine the amount of each printer's damages in accordance with Ohio contract law. In calculating damages, the lower court will resolve whether the printers must show they attempted to mitigate the damages by seeking other employment.

"While it is clear that Scripps has breached its agreement with its printers," the court said, "there is no allegation and no evidence that the negotiation of the agreement involved bad faith. Nor is it sufficient to argue, as do plaintiffs, that demanding mitigation will encourage future breaches of similar agreements . . .

"It is clear that determining, through application of a mitigation rule, the proper damage award for future as well as past injuries will not be a simple task. And we decline, at this point, without benefit of factual findings or any analysis of the legal issues by the lower court, to fashion applicable rules in the abstract. Though difficult, the problem should not prove unmanageable."

The printers also had argued that The Cincinnati Enquirer interfered with their lifetime job agreement by negotiating a provision in the joint operating agreement that provided that "the Enquirer, using its own employees and not employees of Scripps-Howard or the Post, shall . . . perform all operations . . . involved in producing" the newspapers.

But the court said "no reasonable argument" could be built on the claim that the Enquirer's negotiation of the joint agreement "was motivated by spite or ill will."

The Enquirer did not act with "malicious intent," the court said, adding that the newspaper's action was justified by the declaration of Congress in passing the Newspaper Preservation Act that it is in the public interest to maintain competitive newspapers.

(Heheman et al. v. E.W. Scripps Co. and The Cincinnati Enquirer, USCA6 Nos. 80-3017, 3024) □

Federal court dismisses suit over alleged sex discrimination

A suit alleging that The Plain Dealer of Cleveland subjected a female employee to sexual harassment and discriminatorily discharged her has been dismissed by a federal judge.

The plaintiff, Carole Adams, had sought reinstatement to her job as a dispatch clerk in the advertising service department and $300,000 in compensatory and punitive damages.

U.S. District Judge John M. Manos found that Adams, the only woman in the department, was discharged because she was "repeatedly insubordinate, and a constant complainer."

Despite the guidance and warnings of management, her behavior did not improve, he noted, adding that her accusations against co-workers, such as being called a "bitch," were unsubstantiated.

Adams charged violations of Title VII of the 1964 Civil Rights Act. Manos noted in his Oct. 26 decision that under Title VII an employer may be legally responsible for discriminatory harassment of an employee by other employees.

"However," the judge noted, "an employer who takes reasonable steps under the circumstances to investigate, correct and prevent sexual harassment by its personnel has not violated Title VII."

The Plain Dealer "always took (those) reasonable steps," Manos said. "If Adams was sexually harassed, The Plain Dealer did not encourage, ratify or condone it." Any harassment she suffered was not because she was a woman, but because she was "an over-sensitive person" who was "often moody and unpredictable," he held.

(Adams v. Cleveland Plain Dealer, USDC ND Ohio, Case No. C80-1832) □

Bargaining order issued against St. Louis weekly

The NLRB has ordered a suburban St. Louis free-circulation weekly to bargain with a union over an initial labor agreement covering adult carriers.

The carriers delivering the St. Charles (Mo.) Journal, a subsidiary of Donnelly Publications, had voted 11-2 in favor of representation by Local 610 of the Teamsters in an election last May.

But the Journal has refused to bargain with the union, claiming that the carriers are independent contractors.

The board said the independent-contractor issue could have been resolved in proceedings leading to the election, and the paper had not offered any new evidence requiring review of the case.

Publisher James A. Donnelly Jr. said he will appeal the board's decision to the 8th U.S. Circuit Court of Appeals.

(St. Charles Journal Inc. and Local 610, IBT, 258 NLRB No. 41) □

NLRB rules daily must bargain over hiring procedures

The Sacramento (Calif.) Union intends to appeal an NLRB decision ordering it to bargain with San Francisco-Oakland Mailers' Union No. 31 over a change in hiring procedures.

The board reversed an administrative law judge who had recommended that the complaint against the newspaper be dismissed [**presstime**, Aug. 1981, p. 36].

The changed hiring procedure involved regular, full-time mail room employees. The union charged that the newspaper had selected individuals for regular positions from its own list of substitute mailers without regard to "priority," a union system for registering and recording the date of a journeyman's seniority status in the local union.

The law judge had found that a minor variation in administering the affairs of the work place does not automatically create a "change" requiring collective bargaining.

But the board held that the change had "a substantial impact" on the terms and conditions of employment. It ordered the newspaper to revise its priority list to conform with the union's and to compensate any mailers who were deprived of work by the change.

The current contract between the parties expires Dec. 31, 1982.

(The Sacramento Union and Mailers, 258 NLRB No. 141) □

In this section

Arbitration:

Monessen (Pa.) Valley Independent, Guild—Award upholds union in vacation scheduling dispute, p. 41

Court decisions:

Cincinnati Post, ITU—Appeals court rules newspaper breached contract in job guarantee case, p. 38
Cleveland Plain Dealer, individual—Federal judge dismisses suit over alleged sex discrimination, p. 39

NLRB:

Chairman not confirmed by Senate, p. 44
Dallas Morning News, ITU—Administrative law judge recommends newspaper be ordered to take remedial actions, p. 41
Philadelphia Journal, Guild—Newspaper ordered to reinstate discharged union activists, p. 40
Phoenix (Ariz.) Newspapers, Guild—Two discharges found unlawful but other charges dismissed, p. 41
Pontiac (Mich.) Oakland Press, individual—Judge finds discharge did not violate labor law, p. 40
Representation elections, p. 40
Sacramento (Calif.) Union, ITU—Board rules newspaper must bargain over mail room hiring procedures, p. 39
St. Charles (Mo.) Journal, Teamsters—Board orders newspaper to bargain over initial contract, p. 39

Personnel relations:

Changes in adoption, maternity leave policies, p. 44
Newspapers try new grievance procedures, p. 42
Survey to yield data base, p. 44
Retirement incentives offered, p. 44

Strikes:

Twenty-three-day walkout ends at French-language daily in Quebec, p. 44

Other:

Contract settlements, p. 40
F.I.C.A. tax to rise, p. 38
Other unions join Guild in suit against Time Inc., p. 40

NLRB judge finds discharge did not violate labor statute

The Oakland Press of Pontiac, Mich., lawfully discharged a photographer who had abused the newspaper's sick-leave policy, an administrative law judge recently decided.

The policy requires employees to notify their supervisor when they are unable to work because of illness.

The case arose when the photographer, Deborah Booker, filed charges with the NLRB alleging that she had been fired because she had filed an earlier charge with the agency. It is an unfair labor practice under the Taft-Hartley Act for an employer either to discharge or otherwise to discriminate against an employee for filing charges under the act.

On March 17, 1980, four days before being discharged, Booker was absent because of claimed illness. But she was not at home when her supervisor tried to reach her by telephone and in person. The newspaper subsequently learned that she had been at the NLRB office in Detroit where she filed charges alleging she was being discriminated against.

In a meeting with management officials March 21, Booker denied having gone anywhere other than her doctor's office on that day. She was then fired for abuse of sick leave and dishonesty—taking a day of paid sick leave to do personal business.

In finding that the discharge was not an unfair labor practice, Judge Herzel H.E. Plaine noted that five days before her March 17 absence, Booker did not show up for work, claiming illness. However, she had driven to the Michigan Department of Civil Rights in Detroit and filed a charge against the newspaper based on her being the only female in the photo department.

"Booker's actions on March 12, and her deviousness and lack of candor concerning these actions, impress me that she was not above abusing sick leave privilege and concealing it," Plaine said. He noted that the company was not aware of "the deception" of March 12 when it discharged her.

Plaine concluded that Booker had not gone to the NLRB "in good faith" on March 17, but was attempting to misuse the board for personal purposes. He noted that she "was engaged in personal feuding" with her supervisor at the time.

As to whether discharge was too severe for a first offense, Plaine noted that the paper regarded dishonesty as a serious offense and that other first offenders had been fired for violating that standard.

(The Oakland Press Co., Subsidiary of Capital Cities Communications Inc. and Deborah Booker, JD-503-81) ☐

NLRB elections

Atchison (Kan.) Daily Globe, ITU: Composing and press room employees voted 6-2 against representation by Leavenworth Typographical Union No. 45.

(NLRB Case No. 17-RC-9300)

Minneapolis Star and Tribune, Guild: Classified advertising department employees voted 77-55 against representation by The Newspaper Guild.

(NLRB Case No. 18-RC-12800)

Recent contract settlements

Cincinnati Enquirer, Mailers: Three-year agreement covering mailers retroactive to March 1, 1981.

Dallas Times Herald, ITU: Three-year agreement covering composing room employees retroactive to Sept. 1, 1981.

Detroit Free Press, Teamsters: Three-year agreement covering circulation drivers and district managers retroactive to June 18, 1980.

Wichita (Kan.) Eagle-Beacon, ITU: Eight-month agreement covering newsroom employees retroactive to July 14, 1981.

(Details in ANPA Labor & Personnel Relations Letter Vol. 2, No. 11, November.)

Newspaper ordered to rehire 3 activists

The Philadelphia Journal has been ordered by the NLRB to reinstate with back pay three editorial department employees found to have been unlawfully discharged because of their activities on behalf of Local 10 of The Newspaper Guild.

The board also found that the Journal had unlawfully interfered with the rights of employees by threatening them with discharge, questioning them about statements made to the NLRB and threatening to close the paper if the Guild became their bargaining agent.

Editorial employees voted in favor of the union last year in a representation election conducted by the NLRB. An initial labor agreement was reached earlier this year.

In ordering the three reinstatements, the board ruled that Donald Leventhal was an employee, not an independent contractor as the Journal had maintained.

The board noted that Leventhal was paid on a regular basis, received fringe benefits, frequently used office facilities and contributed regularly to the sports pages as "Diamond Don," a sports-handicapping columnist.

(Quebecor Group Inc., 258 NLRB No. 125) ☐

Other unions join Guild in suit over trust fund

Four unions that represented employees at the now-defunct Washington Star will join the Washington-Baltimore Newspaper Guild in a suit against Time Inc., according to the Guild's lawyer.

The suit alleges that Time is trying to divert excess assets from a trust fund through which retired employees are paid benefits [presstime, Oct. 1981, p. 42].

Guild attorney Robert Paul said that Washington Mailers' Union No. 29, Columbia Typographical Union No. 101, Local 26 of the International Brotherhood of Electrical Workers and Local 285 of the Graphic Arts International Union will join the Guild in the effort to have the fund placed under court supervision.

Time has denied any impropriety in amending the trust agreement shortly before it closed the Star last August. ☐

Arbitrator upholds union in vacation dispute

The extent to which The Valley Independent of Monessen, Pa., designated weeks as unavailable for vacations because of production requirements was "excessive and unreasonable," an arbitrator recently declared.

Sustaining a grievance of The Newspaper Guild of Pittsburgh, Arbitrator William J. Hannan directed the newspaper to entertain any requests for vacations during the previously forbidden weeks and to grant such requests "with due consideration" to both the employees' convenience and the newspaper's work load.

The union represents news, advertising, circulation, business office and maintenance employees at the newspaper.

The dispute arose following settlement in 1980 of a 14-month strike [**presstime**, July 1980, p. 57]. A return-to-work agreement stated that there would be no discrimination or recrimination as a result of strike-related activities.

Prior to the strike, the company had posted a blank schedule and obtained the preferred vacation dates of employees by March 31 of each year, as required by the labor agreement. Three or four weeks were marked with an asterisk, designating those a given department head considered especially busy, and permission was required before anyone could schedule a vacation then.

This year, however, the blank schedule was posted Jan. 9, and many more weeks were designated "not available due to production requirements": 14 in the advertising department, 13 in the editorial department and 14 in the circulation department.

The union contended that this amounted to discrimination in violation of the strike-settlement agreement, but Hannan did not find "intentional discrimination." He noted that management had worked out a year-long program, including various promotions, to regain business lost during the strike. The designation of the unavailable weeks was based on anticipated impact of the promotions on a given department.

However, Hannan said, there was "no proof of actual need for blocking out all 41 weeks" among the three departments. He noted that the labor agreement gives management the right to schedule vacations "with due consideration" of work loads and the convenience of employees. But "it does not give the employer the right to solely consider work loads" or to be "arbitrary or unreasonable," he added. □

Two discharges found unlawful; other Phoenix charges dismissed

Two former employees of The Arizona Republic in Phoenix were unlawfully discharged and should be reinstated to their jobs, according to an NLRB administrative law judge.

At the same time, Judge Jerrold H. Shapiro recommended that the board dismiss other allegations in the complaint against Phoenix Newspapers Inc. involving a libel suit against The Newspaper Guild and a weekly newspaper.

All of the parties are appealing portions of the decision to the board.

Shapiro recommended that the board order the company to reinstate reporter Bonnie Bartak and economics editor John G. Mayne.

The judge held that Bartak was fired because she had acted as spokeswoman for female newsroom employees and had filed charges with the Equal Employment Opportunity Commission, actions which he held were concerted activities protected under the Taft-Hartley Act.

A federal district judge upheld the company last year by ruling that the EEOC "failed to sustain its burden of proof" that the discharges were carried out for retaliatory reasons [**presstime**, Nov. 1980, p. 31].

As a supervisor, Mayne would not normally be protected by the act, but Shapiro said his discharge was unlawful because it was motivated by his defense of Bartak.

Shapiro recommended dismissal of a portion of the complaint which alleged that Bartak's discharge also was motivated by her activity on behalf of the Guild.

A $50 million libel suit filed by the company against the Guild, its officers and the New Times Weekly of Phoenix is now being litigated. It involves a story in which the weekly quoted unnamed sources as saying the Guild would file charges with the NLRB that the company eavesdropped on Guild activists [**presstime**, June 1980, p. 12].

Shapiro ruled that the filing of the libel suit did not violate the labor law. He found no evidence that the company had entered into the suit to retaliate against the union for filing charges with the NLRB. The company took the action because of its concern about the impact of the publicity on the credibility of its newspapers, he said.

(Phoenix Newspapers Inc. and The Newspaper Guild Local 237 and New Times Inc., JD-[SF]-263-81)

Dallas daily told to act in response to charges by ITU

The Dallas Morning News will appeal to the NLRB an administrative law judge's recommendation that it be forced to take several actions in response to charges filed with the agency by Typographical Union No. 173.

Judge David L. Evans said the newspaper should be ordered to amend a sick-pay plan that excludes employees covered by collective bargaining agreements, to arbitrate a grievance filed by the union over the layoff of paste-up employees, and to rescind a warning notice given to a union steward.

Evans dismissed other allegations in the complaint related to the hiring of composing room employees and to a former supervisor's circulating a petition to decertify the union.

The most recent labor agreement between the News and the ITU local expired Oct. 2, 1978.

(Dallas Morning News, A Division of A.H. Belo Corp., and Typographical Union No. 173, JD-476-81) □

Personnel relations

Newspapers try new grievance procedures

By Nancy Walnes

"We anticipate that in any large group of people working together there will be honest disagreements about a variety of employment problems. We want to be sure that all complaints and problems are heard about and dealt with fairly and promptly."

—Opening policy statement of
the complaint procedure
at Horvitz Newspapers.

Newspapers seeking to expand their communication systems and augment their "open door" policies are beginning to establish formal complaint procedures similar to those in union contracts.

The traditional contractual procedure is a three-step process: (1) A union representative, the employee and the employee's supervisor attempt to resolve the dispute; (2) failing that, the grievance is presented to a joint standing committee consisting of two union and two company representatives; (3) if agreement still is not reached, an impartial person is selected to break the tie.

Such a process gives employees an alternative avenue in seeking "fair and equal" treatment, other than having to deal with the unilateral decision of their immediate supervisor.

The Lake County News-Herald in Willoughby, Ohio, has a procedure that is typical of the Valley View, Ohio-based Horvitz group. An employee can follow the chain of command to resolve a problem: supervisor, department head, general manager and publisher if the employee feels that the problem was not settled satisfactorily.

"Having a complaint system is recognizing that problems exist, that employees need an outlet and that management is willing to be responsive," says Peter Horvitz, assistant general manager of the News-Herald. "It is not the big problems that are generally overlooked and frustrate an employee. People get upset over small annoyances, such as someone parking in their parking space. If it is important to the employee, then it should be important to the company. That's good management practice."

The complaint procedure at Phoenix (Ariz.) Newspapers Inc. sets out a timetable for a grievance to be processed and provides the employee with a system for appeal. The procedure, included in the employees' and supervisors' handbooks, stipulates that a complaint must be presented to the supervisor within seven days.

If the supervisor does not remedy the situation to the satisfaction of the employee, he or she may submit a complaint form to the employee relations department stating the problem, the decision of the supervisor and the employee's desired remedy. A copy of the form is forwarded to the division head.

A member of the employee relations department then investigates the complaint. If necessary, a conference between the employee, the division head and employee relations representative is held. The employee relations department must render a decision within seven days.

If the employee still is not satisfied, he or she may appeal to a management committee composed of the appropriate division head, the publisher and the employee relations director. This appeals committee meets with the employee and renders a final decision within 14 days thereafter.

Eldon A. Case, director of employee relations for Phoenix Newspapers, says that more often than not, the employee relations department is able to settle the grievance. Last year, there was only one formal complaint from non-union departments and one from unionized departments.

"Having a complaint system is recognizing that problems exist, that employees need an outlet and that management is willing to be responsive."

Peter Horvitz
Lake County News-Herald,
Willoughby, Ohio

"A formal arrangement helps to short-stop a grievance because a supervisor has more pressure to resolve the issues . . ."

Eldon A. Case
Phoenix (Ariz.) Newspapers

But with so few complaints, does the system really work?

"A formal arrangement helps to short-stop a grievance because a supervisor has more pressure to resolve the issues knowing that employees have another vehicle to remedy their situation," says Case. "The supervisor is therefore more inclined to settle the complaint amicably.

"Another plus of a formal process," he says, "is that supervisors are encouraged to work with our department to resolve a problem because it monitors the program.

Walnes is personnel relations associate in the ANPA Labor and Personnel Relations Department.

Where there is no program, there is more potential for clash between a department supervisor who may handle a complaint unsatisfactorily and the employee relations department which is asked to intercede by the employee. The supervisor may feel that employee relations has no authority to intervene."

At the Los Angeles Times, there are two formal grievance procedures. The one for production department employees requires a written notice of complaint and adherence to a timetable; the one for office workers requires neither.

Donald R. Trauthen, assistant director of personnel, says the differences stem from the fact that there are fewer office employees under direct supervision, which leads to more open communication and informal resolution of problems.

The procedural steps for production employees are:

- The complaint is submitted to the supervisor, who is to respond within five days.
- If the complaint is not resolved, it is forwarded to the department head for response within 10 days.
- If there is still no resolution, it is forwarded to the production superintendent to be resolved within 10 days.
- If all else fails, there is a meeting between the director of personnel, the vice president of production and the employee.

Beginning with the second step, employees have the option of requesting that a fellow employee or an employee relations representative help them prepare their grievance and attend meetings.

The Times finds that this kind of assistance not only helps the employee but assists management in settling the problem. Sometimes employees get so embroiled in the arguments that they don't really listen objectively. Talking with another employee lends perspective to help the grievant see the whole picture more realistically, Trauthen notes.

Grievances are handled before or after hours, he says, because the process takes a considerable amount of time. Meeting on non-office hours also serves to speed up the process.

While the complaint procedure generally works well, Trauthen says, there are still some shortcomings which the Times is trying to remedy. He says the most significant problem is that an employee tends to feel the supervisor prematurely involves higher levels of management.

The Times-Picayune Publishing Corp. in New Orleans also has an effective written procedure, but Personnel Manager Beth Adams is quick to point out that it is just one of several communication formats which may be used to resolve an employee's problem. Weekly or monthly department meetings and an annual meeting are other means to learn about employee problems.

"The annual meeting between the publisher and 10 to 15 employees at a time—no supervisors included—opens the door for employee complaints as well as giving employees an overview of what the company is doing and where it is headed," she says.

In a similar vein, the Bloomington (Ind.) Herald-Telephone holds a series of seven annual dinners in which employees of each department are invited to meet with publisher Scott C. Schurz to discuss complaints. Each year, Schurz reminds attendees of the company's open-door policy, whereby they can discuss grievances with their supervisor, the personnel manager, the general manager or the publisher. Employees are not restricted to confrontation with their supervisor as their first and only recourse.

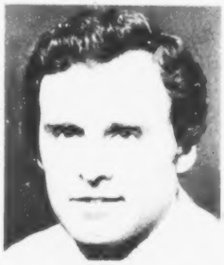
While such programs generally are getting high marks at the newspapers using them, there is room for improvement. Those involved say a major concern is that not enough workers take full advantage of the programs. This is due, they suggest, to a failure to make the procedure familiar to employees and a fear of supervisory retaliation.

But the degree of use of a non-union grievance procedure should not be the only criteria in evaluating such programs, according to Edward J. Murphy, vice president/human resources, Jackson Newspapers in New Haven, Conn.

"One on one employee relationships may lead to quicker and easier resolution of problems," he suggests, "whereas the union leadership may insist on continuing an employee's complaint through the entire grievance process."

As to the fear of supervisory retaliation, the Times' Trauthen believes the only way to counter it is for newspapers to train supervisors to practice good human relations skills.

"If all supervisors were fair, impartial and impersonal in handling problems," he says, "then employees would trust them. Unfortunately, that is not always the case, and so the need for complaint procedures continues." □



The most significant problem with the complaint procedure is that an employee tends to feel the supervisor prematurely involves higher levels of management.

Donald R. Trauthen
Los Angeles Times

The written grievance procedure is just one of several communication formats which may be used to resolve an employee's problem.

Beth Adams
The Times-Picayune Publishing Co.,
New Orleans

ANPA survey to yield data base

About 35 percent of ANPA's more than 1,400 member newspapers have responded to a questionnaire on personnel policies [**presstime,** Oct. 1981, p. 42].

According to Patricia P. Renfroe, ANPA manager/personnel relations, survey results will provide a data base that will enable the Association's Labor and Personnel Relations Department to develop a profile of human resources management in the newspaper business, to identify needs of member newspapers and to devise ways of solving problems.

Respondents have made a number of suggestions on how the department could help meet coming challenges, including the following:

- Provide methods of employee selection which ensure that qualified personnel are hired and that government regulations are not violated.
- Develop training programs to help employees adjust to change, to help personnel managers recognize and cope with employees' fears, and to help managers design local training programs dealing with change.
- Provide information on ways telecommunications and electronic publishing will affect manpower planning and development, including how to train employees for other positions within the business, if necessary, as the result of the introduction of the new technology.
- Keep members informed, through publications and seminars, about trends in labor relations and about specific negotiation objectives.
- Provide assistance in the design and establishment of personnel departments, reflecting the individual needs of the newspaper.
- Develop standard job descriptions and salary comparisons for newspaper positions.

"The Labor and Personnel Relations Department appreciates very much the time taken by publishers, general managers, business managers, personnel managers and others to respond," said Roy W. Anderson, ANPA vice president/labor and personnel relations.

The response deadline has been extended until Dec. 10 in an effort to reach a 45-to-50 percent return, he said. Results of the survey will be distributed to ANPA members. ☐

Union ends 23-day strike at French-language daily

A 23-day strike by reporters and office workers at a French-language daily in Canada ended Nov. 11 with an agreement on new contract terms.

Le Quotidien du Saguenay-Lac St. Jean in Chicoutimi, Quebec, resumed publication Nov. 12.

The union, affiliated with the Confederation des Syndicats Nationaux, was demanding that management personnel stop performing reporters' work. Managing Director Paul Bergeron said management retained all the rights it had before the strike.

The new, two-year contract was retroactive to Jan. 1, 1981. ☐

Latest on the fringes: 'parenting leave,' adoption assistance

Recent personnel-policy changes at two newspaper companies are attracting widespread attention.

The Minneapolis Star and Tribune Co. revised its maternity-leave policy to allow fathers as well as mothers to take up to six months' unpaid leave after the birth of a baby. The policy also applies to adoption. The company changed the name of the policy to "parenting leave."

And Gannett Co. Inc. began offering adoption assistance, which provides reimbursement to employees of up to $1,500 for expenses incurred in the adoption procedure.

"I am certain that newspaper human resource managers throughout the country will be eager to learn more about the implementation of these programs," said Patricia P. Renfroe, ANPA manager/personnel relations.

The new programs, she said, are indicative of management's understanding of the changing attitudes and needs of today's work force and a desire to meet those needs in a creative and equitable manner.

Newspapers offer new incentives for early retirement

Two newspaper companies have offered new incentives to employees to take voluntary early retirement.

At the Minneapolis Star and Tribune, liberalized pension benefits have been offered to office and news department employees who retire between Jan. 4 and March 31, 1982.

Eligible are workers covered by the company's pension plan for non-production employees who have 25 or more years of service. Employees 60 or older need only 10 years of service to qualify.

The new benefits include a partial-salary continuation plan of one-half pay for two years, followed by one-fourth pay for eight years or until age 65, whichever comes first. Employees who take advantage of the plan will be able to continue medical and life insurance coverage until age 65 at the same rates paid by active employees.

The Minneapolis newspapers said the program is part of an effort to reduce the work force, which accounts for 48.8 percent of their operating expenses.

Meanwhile, the Baltimore Sunpapers offered a new termination incentive or "buyout" [**presstime,** Nov. 1981, p. 42] to employees in the composing room with guaranteed jobs.

As inducements to leave the work force, printers age 59 and under were offered a lump-sum cash bonus of $20,000 (less contributions to the ITU Negotiated Pension Plan, taxes and union dues), plus 12 monthly payments of $1,000. In addition, the company will continue to pay for health insurance premiums for one year.

Lesser incentives were offered to employees 60 and over. ☐

NLRB appointment blocked

Senate confirmation of John R. Van de Water to the NLRB was blocked Nov. 19 when the Labor and Human Resources Committee on an 8-8 vote refused to send the nomination to the floor. Van de Water, who is opposed by the AFL-CIO, is serving under a recess appointment [**presstime,** Oct. 1981, p. 11]. Without confirmation, his appointment will expire at the end of the 1982 congressional session. ☐

New Brunswick dailies criticize government aid to printing plant

Three Canadian daily newspaper companies have criticized a $503,500 Canadian grant and a $937,500 provincial government loan for a new printing plant whose biggest customer will be The Globe and Mail of Toronto.

The plant, being built in Moncton, New Brunswick, by Web Offset Publications Ltd. of Pickering, Ontario, will print The Globe and Mail's national edition transmitted by satellite [presstime, Oct. 1981, p. 53].

Ralph Costello, president of New Brunswick Publishing Co. Ltd., publisher of The Telegraph Journal and the Times-Globe in Saint John, said he questions the "substantial if indirect assistance to a newspaper to enter another market."

Two Moncton companies—Moncton Publishing Co. Ltd., publisher of the Times and the Transcript, and L'Evangeline Limitee, publisher of the French-language L'Evangeline—also have questioned the propriety of the assistance.

Costello noted the irony of the government on the one hand assisting The Globe and Mail, owned by Thomson Newspapers, and on the other hand investigating the concentration of Canadian daily newspaper ownership by Thomson and other groups [presstime, Oct. 1981, p. 51].

Globe and Mail Publisher A. Roy Megarry said the newspaper did not ask for government help in efforts to find suitable printing facilities. Web Offset, which submitted the only bid in the Moncton area, arranged the deal on its own.

"We won't accept, don't accept government subsidies of any kind, shape or size," Megarry explained. "What our suppliers do is out of our hands."

He said if The Globe and Mail refused to associate with firms getting government aid, "we couldn't do business" because so many related services are in effect subsidized. They include newsprint suppliers which get aid and oil firms which get accelerated tax write-offs. ☐

Recent acquisitions

Allbritton Communications Co., Washington, D.C., acquired the Trenton (N.J.) Times, daily circulation 67,191, from The Washington Post Co.

Donrey Media Group, Fort Smith, Ark., acquired the Durant (Okla.) Daily Democrat, circulation 7,035.

Tower Communications Associates Ltd., St. John's, Newfoundland, acquired The Daily News of St. John's, circulation 9,845.

Linton News Inc. acquired the Linton (Ind.) Daily Citizen, circulation 6,238, from Hammel Newspapers Inc., Tequesta, Fla. ☐

Newspaper notes

A preliminary hearing was continuing in late November on charges that Southam Inc. and Thomson Newspapers Ltd. conspired to **lessen newspaper competition in Canada** [presstime, July 1981, p. 63].

The provincial court judge hearing the case in Toronto ordered a ban on publication of evidence.

If the charges against the newspaper companies are sustained, they will be forwarded to the Canadian Supreme Court for trial without a jury.

• • •

Citing overlapping content with The Wall Street Journal and Barron's, Dow Jones & Co. Inc. has put off plans to produce **The Wall Street Journal Magazine** [presstime, April 1981, p. 51].

"It's on the back burner. It has not been killed," said Kevin G. Salwen, corporate relations associate. ☐

Markiewicz named executive director of promotion assn.

Paula Markiewicz has been named executive director of the International Newspaper Promotion Association.

Paula Markiewicz

A member of the INPA staff for seven years, Markiewicz succeeds Edward A. Linsmier who died Sept. 26 [presstime, Nov. 1981, p. 53].

Announcing the Nov. 6 decision of the organization's board of directors, INPA President Donald B. Towles of The Courier-Journal and The Louisville (Ky.) Times said Markiewicz brings to the association "a continuity of leadership coupled with the creativity, intelligence and energy needed to continue INPA's relevance to the newspaper industry as a whole."

Markiewicz, 36, assumed her new duties Nov. 9.

Previously, she served as editor of the monthly INPA Idea Newsletter and other association publications, and as coordinator of the organization's seminar program and international conference.

Prior to joining INPA, she worked in public relations for Trans World Airlines. She is a graduate of Bridgewater State College in Massachusetts.

The 1,400-member INPA is headquartered at The Newspaper Center in Reston, Va. ☐

Press associations: changes in command

Society of Professional Journalists, Sigma Delta Chi, at its annual meeting Nov. 11-13 in Washington, D.C., elected the following officers:

- President—Charles R. Novitz, Independent Television News Association, New York City
- President-Elect—Steven R. Dornfeld, Knight-Ridder Newspapers Inc., Washington, D.C.
- Secretary—Philip J. Record, Fort Worth (Texas) Star-Telegram
- Treasurer—Frank Sutherland Jr., The Tennessean, Nashville
- Vice President for Campus Chapter Affairs—Wallace B. Eberhard, University of Georgia ☐

ANPA to test strategic plan

The ANPA Board of Directors has decided to institute, on a test basis, a more formalized strategic planning process for the Association.

The test process will build upon ANPA's existing budgeting procedures which involve suggestions from and reviews by the Association's members, committees and staff and final decisions by the Board of Directors. Current work on the 1982 budget is under this existing system.

The Board and staff were assisted in drafting a more-formal planning process by consultant Donald Sparks of Sparks and Co. in Houston.

The test of the new process will begin in January when the Board will review staff suggestions, adopt a mission statement and set objectives for the ensuing year. In so doing, the Board will review and update as necessary the existing mission and objectives of ANPA as set forth in the Association's By-Laws.

Then, at its Convention meeting, the Board will review and rank program and activity recommendations from the membership, committees and staff, selecting strategies for pursuit of top-ranked items.

After the committees and staff have put cost estimates on the ranked items during the summer, the Board in September will reevaluate and re-rank the suggestions with cost and revenue realities in mind. Then a budget will be drafted, commented on by the committees and finally adopted by the Board next December. ☐

'82 Convention Committee studying program options

The Convention Arrangements Committee Nov. 11 discussed a number of possible topics for ANPA's 96th Annual Convention April 26-28, 1982, at San Francisco's Fairmont Hotel.

They included "Marketing Newspapers in the 1980s"; "Publishing Better Newspapers Today, a Critical Look at What Is Essential for Us to Prosper"; and "The Future of Telecommunications." The Committee will meet again in January. ☐

The Newspaper Center
11600 sunrise valley drive

Work on the $5.5 million addition to The Newspaper Center, Reston, Va., got underway Nov. 16 with groundbreaking ceremonies presided over by ANPA Chairman and President Katharine Graham; Executive Vice President and General Manager Jerry W. Friedheim (right); and Vice President/Comptroller and Assistant General Manager Thomas C. Fichter. The addition, which will house ANPA's technical operations now located in Easton, Pa., is expected to be completed next fall [presstime, Oct. 1981, p. 54].

New members

Cherokee Daily Times

Cherokee, Iowa (circulation 4,657). T. H. Miller, publisher.

The Dispatch

Gilroy, Calif. (circulation 9,002). Eugene Wells, publisher.

Clinton Daily Journal

Clinton, Ill. (circulation 3,483). Michael Tompkins, publisher.

the torrington Telegram

Torrington, Wyo. (circulation 3,624). Michael D. Lindsey, publisher.

speeches

Walter E. Mattson

Thornton F. Bradshaw

Tom Miller

Maribel Bahia

Single copies of the following speeches are available without charge from the ANPA Public Affairs Department at The Newspaper Center:

From the ANPA Newsprint Committee/Canadian Pulp and Paper Association Newsprint Section meeting, Toronto, Oct. 8-9:

- **The Impact of Electronic Information Systems on the Newspaper Business.** Donald N. Soldwedel, ANPA secretary and Newsprint Committee chairman, and president and publisher, The Yuma (Ariz.) Daily Sun.
- **Standardization of Newspaper Advertising.** Walter E. Mattson, president, The New York Times Co.
- **Newspaper Readership and Circulation.** Robert L. Burke, director/readership and training, ANPA.

• • •

From the United Press International annual Edicon meeting, New York City, Oct. 4-6:

- **UNESCO's Proposal for a New World Information Order.** Harold W. Andersen, president, Omaha (Neb.) World-Herald Co.; Dragoljub Najman, assistant director-general, UNESCO; and Claude Hippeau, vice president, UPI's International Division.
- **The Public Interest and the New Communications Technology.** Thornton F. Bradshaw, chairman and chief executive officer, RCA Corp.

• • •

- **P.M. to A.M. for Small Dailies.** Tom Miller, publisher, Cherokee (Iowa) Daily Times. Inland Daily Press Association annual meeting, Chicago, Oct. 19.
- **Let's Help Keep our Free Press Free.** Jean Otto, editor, op-ed page, The Milwaukee Journal, and chairman, First Amendment Congress. International Newspaper Promotion Association Eastern Region conference, Pittsburgh, Oct. 5.
- **International Federation of Newspaper Publishers: An Overview.** Maribel Bahia, FIEJ director. ANPA Government Affairs Committee meeting, Washington, D.C., Sept. 23.
- **What News Would a New World Information Order Restrict?** Dana R. Bullen, executive director, World Press Freedom Committee. International Communication Agency Technological Issues in International Communications seminar, Washington, D.C., Sept. 29.
- **New World Information and Communication Order.** Elie Abel, professor of communication, Stanford University. World Federation of United Nations Associations seminar, Geneva, Switzerland, Oct. 15.
- **Mailed Advertising.** Christo Jackson, vice president/chain store sales, Newspaper Advertising Bureau. Pennsylvania Newspaper Publishers Association annual meeting, Harrisburg, Oct. 1.
- **Democracy's Indispensable Profession.** John De Mott, professor of journalism, Memphis State University. Civitan Club, Memphis, Tenn., Sept. 15.

ANPA calendar

December

ANPA Board of Directors meeting
Waldorf-Astoria Hotel, New York City, Dec. 2-3

ANPA Foundation Board of Trustees meeting
Waldorf-Astoria Hotel, New York City, Dec. 3

ANPA News Research Committee meeting
L'Enfant Plaza Hotel, Washington, D.C., Dec. 4

ANPA/American Bar Association Task Force meeting
Marriott O'Hare Hotel, Chicago, Dec. 4

ANPA/RI Basic Offset Press and Plate Seminar
ANPA Research Institute, Easton, Pa., Dec. 7-11

January

ANPA Labor and Personnel Relations Committee meeting
Sheraton Harbor Island Hotel, San Diego, Jan. 10

ANPA Labor and Personnel Relations Conference
Sheraton Harbor Island Hotel, San Diego, Jan. 11-13

ANPA/RI Basic Offset Press and Plate Seminar
ANPA Research Institute, Easton, Pa., Jan. 11-15

ANPA Training Committee meeting
Royal Orleans Hotel, New Orleans, Jan. 15

ANPA Board of Directors meeting
Dorado Beach Hotel, Dorado Beach, Puerto Rico, Jan. 18-21

ANPA/RI Direct Screen Color Separation Seminar
ANPA Research Institute, Easton, Pa., Jan. 25-29

ANPA Electronic Publishing Seminar II
Shoreham Hotel, Washington, D.C., Jan. 26-28

February

ANPA/RI Basic Offset Press and Plate Seminar
ANPA Research Institute, Easton, Pa., Feb. 8-12

ANPA/RI Camera Techniques Seminar
ANPA Research Institute, Easton, Pa., Feb. 8-12

ANPA/Canadian Pulp and Paper Association Technical Section Joint Standing Committee meeting
Belleview Biltmore Hotel, Clearwater, Fla., Feb. 11-12

ANPA Foundation Conference for Professional Support of Journalism Education
Sheraton International Conference Center, Reston, Va., Feb. 21-22

ANPA/RI Management Introduction to New Technology Seminar
ANPA Research Institute, Easton, Pa., Feb. 22-26

ANPA Management Development Workshop
Radisson Hotel, Chicago, Feb. 22-26

ANPA Newspapers and Cable TV Seminar
Fairmont Hotel, Denver, Feb. 24-26

presstime

The Journal of the American Newspaper Publishers Association
January 1982

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11-82

ACCESS

Asserting public's right-to-know
at the state and local levels

OUT LOOK '82

Modest economic year forecast for newspapers

chairman's corner

Time has come for non-dailies to have a vote in ANPA affairs

Seven years ago, ANPA—which to that point had represented only daily newspapers—decided to admit non-daily, general-circulation newspapers to membership as something of an experiment.

Katharine Graham

The question on the minds of many at that time was whether non-daily newspapers—with their own needs and concerns—would find much value in belonging to an association which had been oriented to serving dailies.

The answer that has emerged since the first non-daily joined ANPA in 1975 would appear to be a resounding "yes."

More than 200 non-daily newspapers now belong to our Association, and their problems and interests appear to be surprisingly similar to those of our 1,200 dailies. Their executives participate in the full range of ANPA activities, and their newspapers benefit—in almost exactly the same way as dailies—from the work of the Research Institute and from our other member services.

Beyond that, the non-dailies bring an increased diversity of views to our discussions. And by broadening ANPA's membership base, they lend additional strength to our Association's activities in the government affairs area.

It would seem time, therefore, to pronounce the experiment a success and remove the only distinction in the ANPA Bylaws between daily and non-daily members. That is the provision which extends voting privileges only to newspapers publishing at least five days a week.

At the ANPA Board meeting in December, the Executive Committee proposed that an amendment to the Association Bylaws be submitted at the Annual Meeting in San Francisco next April, eliminating the voting-rights distinction between daily and non-daily newspapers. The Board unanimously endorsed this recommendation.

I am confident that this amendment—making it clear that non-daily newspapers are full-partners in the work and activities of our Association—will be overwhelmingly approved by the membership.

Enactment of this important amendment would become the last decision of our Association on which non-dailies are not able to vote.

Kay Graham

Katharine Graham
Chairman and President

ANPA

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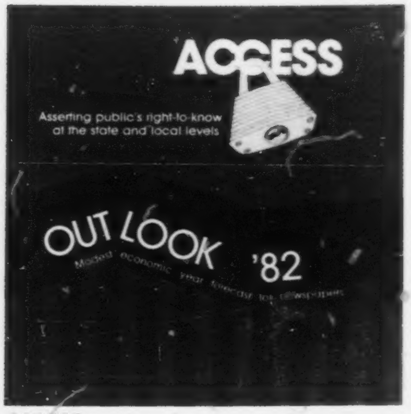
index

presstime Volume 4, Number 1 January 1982


ACCESS
Asserting public's right-to-know at the state and local levels
OUT LOOK '82
Modest economic year forecast for newspapers

ACCESS, p. 4
(Cover art by S. Schainblatt and A. Pacheco.)

SYNDICATES, p. 16

OUTLOOK '82, p. 46

special report 4
Gaining and maintaining access to public meetings and records is a continuing challenge in state houses county courthouses and municipal buildings And there is concern that efforts to restrict the federal Freedom of Information Act will spark more access brush fires around the country

legislation 9
Senate subcommittee approves Reagan administration plan to limit Freedom of Information Act

regulations 10
Justice's Antitrust Division recommends denial of Seattle joint operating agreement

telecommunications 12
New House telecommunications bill is toughest yet on phone companies

world press 15
ANPA nominates publisher of La Prensa in Nicaragua for Golden Pen of Freedom

news-editorial 16
A look at the symbiotic relationship between syndicates and newspapers

Fellowships available to journalists are catalogued in an annual **presstime** listing

circulation 26
A 3,000-circulation daily adds 1,000 new subscribers during telephone campaign

news research 27
News Research Committee considers redirecting efforts, moving away from original research

profile 28
Robert W. Chandler publishes one of the country's "best little newspapers" in Bend, Ore

essay 29
Economist Jon G. Udell looks at 1982 and the marketplace factors that will affect newspapers

advertising 30
Advertisers adjust to Standard Advertising Unit system, but some problems remain

education 33
ANPA Foundation advises South African newspapers on Newspaper in Education program

employee relations 34
ITU rank and file overwhelmingly approve proposal-to merge with The Newspaper Guild

newsprint 40
Six more companies announce newsprint price increases

technology 43
The Ledger in Lakeland, Fla., shares its cost-effective method of reducing web width

newspaper business 46
Analysts expect 1982 will start weak, get stronger, and culminate in a "modest" year for newspapers

---

Also in this issue

courts 11
transportation 15
'Shoe' 25
exchange 52
ANPA news 53
speeches inside back cover
calendar back cover

Access to information requires press vigilance at state and local levels

Some Ohioans are worried that their homes will be burglarized if they are hospitalized and their names are published in local newspapers' lists of hospital admissions. Responding to those fears, state Rep. Dale Locker introduced legislation to allow public hospitals to withhold admission and discharge information from the press. The bill passed the Ohio House and is now pending before a Senate committee. The state press association is mobilizing to oppose it.

"We talk about the rights of freedom of speech and freedom of the press—the right to know. I support that right," says Locker. "But at the same time, I, as an individual, have a right to privacy. . . ."

By Margaret Genovese
presstime staff writer

Although there currently is nothing on the state level as threatening as the proposals before Congress to amend the federal Freedom of Information Act, the press is continually fighting local "access" brush fires like the one that has flared up in Ohio.

Currently, it appears that the press is dousing nearly as many of these brush fires as are igniting. But it takes perpetual vigilance in the nation's state capitol buildings, city halls and county courthouses.

For example, last year:

- The California Newspaper Publishers Association fought a proposal in the state legislature to make library circulation records confidential and won a compromise. Is it worth the fight? CNPA's Legislative Counsel Terry Francke recalls that access to library information played a role in the breaking of the Watergate stories for The Washington Post.
- The Saginaw (Mich.) News went to court after its reporter was ejected from a meeting of the county board of commissioners. Subsequently, an injunction was issued against the commissioners, and the meeting was declared illegal.
- The Washington Post discovered and reported in mid-December that members of a Virginia county's board of supervisors met secretly, agreed on a new redistricting plan for board elections—protecting all incumbents—and then toasted each other with champagne.
- The Ellsworth (Maine) American brought a civil action against the Bar Harbor town council after that body took a vote by paper ballot. The council then decided to vote again, this time in public.
- The Miami Herald and several other Florida dailies prepared a suit, to be filed shortly, against the speaker of the state legislature who convened a conference committee meeting on the state budget in his office—and barred the press.

Some press observers fear that such local brush fires could be fanned into a real firestorm if the attempts to restrict freedom of information on the federal level are successful. And while attempts to pry the lid off federal government information may generate a lot of national coverage and concern, getting access to government information on the state and local level is at least as important, and possibly more difficult.

"I perceive the problem of access to be inversely proportionate to the level of government; i.e., the higher the level, the easier the access," Keith Fuller, president and general manager of the Associated Press, told a December symposium on government, business and the news media. "A real bastion of secrecy can be a sheriff's office or a county commission."

How to penetrate these bastions is a question faced daily by reporters all around the country.

In 1980, for the first time, the U.S. Supreme Court recognized a limited First Amendment right of access to criminal trials in its landmark *Richmond Newspapers Inc. v. Commonwealth of Virginia* decision [**presstime**, Aug. 1980, p. 10].

But the extension of this concept to a federally guaranteed right of access to government proceedings other than trials and to government records remains unrealized. Therefore, the press has had to look to common law, to state constitutions and to statutory law to assert "the people's right to know."

On the state and local level, statutory law means state "open records" and "open meetings" laws, and there are nearly as many different statutes as there are states. Every state but one, along with the District of Columbia, is recognized as having some kind of open-records law. (Mississippi failed again last year to get one enacted.) All 50 states plus D.C. have open-meetings laws.

The laws vary from state to state.

In the open-records area, for example, they range from Indiana's law guaranteeing access only to records required to be kept by law or regulation, to New York's detailed statute administered by a 10-member committee headed by a newspaper publisher.

Open-meetings laws, too, are widely divergent—from Alabama's two-paragraph statute stipulating that "no executive or secret session" of public boards may take place except "when the character or good name of a woman or man is involved," to Wyoming's extensive law setting forth 11 separate exemptions to the basic premise that all meetings of governing bodies are to be open to the public at all times.

These state access laws are constantly undergoing revision, and it is the fine-tuning of existing statutes that is the focus of most legislative action today.

Some of the revisions are designed to put teeth into the laws. "Very few legislators embraced the idea of openness" in enacting access laws, observes Paul Fisher, director of the Freedom of Information Center at the University of Missouri School of Journalism. Consequently, the laws were riddled with loopholes. As these loopholes have been spotted, press and other special interest groups have sought to sew them up, he says.

On the other hand, state legislatures are becoming considerably more interested in protecting personal privacy, something that threatens to unravel the blanket of access protection. "We need to be watching now the (privacy) laws that are passing, oh so quietly, that are, in fact, denying access while the access laws remain on the books," Fisher notes.

And some sense that a change in the public's perception of the press also is helping to close doors.

"What used to be a motherhood issue—'government in the sunshine'—has become one clouded with suspicion and mistrust—'government protecting the people from the nosy media,'" says Reg Ivory, executive director of the Florida Press Association. "The perception (of the press) by the public is that we are too damn arrogant, we expect too much, we've gotten too much, so they will support shutting us down."

Open records. Of the 49 states with open-records laws, 24 are considered to resemble the federal FOIA.

"There has always been a tendency on the part of the states to follow the direction set by the federal government in this area," observes Bruce W. Sanford, general counsel for the Society of Professional Journalists, Sigma Delta Chi. "We saw that after 1966 when the . . . (FOI) act was passed. It spawned a great deal of activity at the state legislature level in amending or enacting new open records or sunshine laws."

Because of this tendency of the states to take their cues from Washington on FOI matters, there is concern that current efforts to weaken the federal law also will have an adverse impact on states' open-records laws.

On a recent trip to Oregon, Sanford met with State Attorney General David B. Frohnmayer. As in many other states, Oregon's attorney general is called upon to render opinions on the state's access laws.

"He (Frohnmayer) said there won't be much activity unless or until you get a general thrust, or a new theme on the federal level, and then you may have a tremendous ripple effect," Sanford reports. "That is what I think everyone on the state level has to be concerned about."

In fact, the ripple process may already have begun. The New York Legislature last year amended its access law so that, beginning this month, any person providing business information to a state agency may request that it be withheld from disclosure under an exemption for trade-secret or competitive information.

Also under this new provision, the person who provided the information must be notified if it becomes the subject of an FOI request and be allowed to object to the information's release. Legislation that would put a similar provision into the federal FOIA is pending in Congress.

Uniform information code. Of broader concern than a single statute is the "Uniform State Information Practices Code," which could affect all states' access practices.

"We need to be watching now the (privacy) laws that are passing, oh so quietly, that are, in fact, denying access while the access laws remain on the books."

Paul Fisher
Freedom of Information Center,
University of Missouri

Adopted in 1980 by the National Conference of Commissioners on Uniform State Laws, the measure was designed to put access and privacy provisions in one model code for possible adoption by all states. But press groups, including ANPA, have complained loudly that the code tilts too far in the direction of government secrecy.

Among other things, the code makes a distinction between records that identify individuals and those that don't. All of the former type would be presumed to be closed, and the burden of showing why they should be open would be on the persons seeking them. Under a majority of state open-records laws today, records are presumed to be open with the burden on the government to show why they should not be released.

The measure was sent to the American Bar Association for its endorsement—a key action states look for when considering whether to adopt such model laws—and then was withdrawn after the onslaught of criticism by press groups and others [**presstime,** Aug. 1981, p. 32]. Currently, "alternative wordings in a very limited number of sections" are being prepared for circulation among the conference's code drafting committee, reports committee chairman Elmer R. Oettinger.

According to Richard M. Schmidt Jr., general counsel of the American Society of Newspaper Editors, the code remains "a very serious threat."

Even without the bar association's imprimatur, Schmidt points out, the code has been introduced in at least three state legislatures. It failed in the Minnesota and Illinois state houses last year. In Nevada, it is currently under consideration, along with legislation to revise the state's open-records law, by a legislative subcommittee.

The legacy of LEAA. If it were to be adopted by the states, the model code could be to the 1980s what the federal Law Enforcement Assistance Administration's regulations on criminal-history records were to the 1970s.

LEAA was established to dole out federal dollars to local law enforcement agencies, but the grants had a string attached. Recipient states had to agree to abide by very restrictive guidelines on the dissemination of criminal-justice information—ultimately refined to affect principally nonconviction information—or to enact their own law, regulation or executive order. The states were given the latter option only after ANPA and other press groups vigorously protested the federal regulations.

In 1974, 24 states had some kind of regulation of nonconviction information; by 1977, 40 states; and by 1979, according to the latest LEAA accounting, 44 states.

"By and large what the states did was to evaluate their information-dissemination policies against the LEAA guidelines, and in many states they restricted access to compilation of arrest data on an individual," says Thomas J. Madden, former LEAA general counsel and assistant administrator. "But at the same time," he adds, the states "enacted legislation allowing for access by specific groups, including newspapers and employers, to conviction information."

While the heyday of the LEAA may have passed—it had no funds to distribute to states last year and expected to fare no better this year—its impact lingers.

"There has always been a tendency on the part of the states to follow the direction set by the federal government in this area."

Bruce W. Sanford
Society of Professional Journalists,
Sigma Delta Chi

One of the more restrictive state laws enacted under the LEAA's influence was that of Massachusetts. As originally written, it prohibited even employers from obtaining conviction information on potential employees. That was changed after sexual assaults on children by a school bus driver whose previous record of convictions for sexual offenses against children was withheld from a school system when it was considering him for the job.

As an indicator of the ebb and flow of public-records issues, Massachusetts, once perhaps the most restrictive of all states, currently is considering a bill to amend substantially or repeal its criminal-history law.

California, too, is trying with some success to liberalize what CNPA Legislative Counsel Francke calls "a sweeping exemption for virtually all kinds of documents of law enforcement activities" in the state public-records law.

"When something occurs, either as a matter of policy, or as a matter of misunderstanding, or as a matter of emotion, to break down the essentially personal relationship between the press and the (police) department, there is no enforceable right for the press or any member of the public to see even something as innocuous as an arrest report or a police blotter," Francke says.

"There have been just enough breakdowns of that kind, we feel, to warrant putting in some sort of a floor below which law enforcement information disclosure cannot sink, even in the worst of times," he adds.

The CNPA-supported legislation was passed by the legislature but vetoed last September by Gov. Edmund G. Brown Jr. According to Francke, Brown is attempting to draft compromise legislation that will satisfy both the media and the law-enforcement groups that opposed the measure.

While press groups in Massachusetts and California were working to shed restrictions to access, those in at least one state, Iowa, were laboring to preserve the status quo.

"When the smoke cleared," says William Monroe, executive director of the Iowa Press Association, "we didn't gain anything new, but at least we didn't lose what we might have lost if we hadn't fought the battle."

That is often what fighting access brush fires at the local and state level is all about.

The records issue in Iowa last year concerned access to so-called "vital statistics" information.

After the state's attorney general upheld the decision of the state health director not to disclose information on births, deaths, marriages and divorces, some county clerks started shutting those records, too. The state's press lobbied for and got enacted legislation mandating that vital statistics records continue to be open on the county level.

But the press had to accept some compromises, Monroe says.

In the past, Iowa's death records listed primary, secondary and even tertiary causes of death. For example, the primary cause of death might be cirrhosis of the liver; the secondary cause, alcoholism. Under the new regulations, the publicly available records list only the primary cause.

The vital-statistics issue has attracted the attention of the press in other states. It headed the list of the open-records issues discussed by the nation's state press association managers at their legislative conference Dec. 11 in Chicago. But the managers also found time to discuss their problems with open-meetings laws.

Open meetings. Although each of the 50 states has such a law, one longtime observer of the state access scene says he doesn't believe "any state yet claims to have an entirely satisfactory open-meetings law." According to Paul Conrad, executive director of Allied Daily Newspapers, an association of 54 daily newspapers in the Pacific Northwest, "you can't write an open-meetings law that is beyond abuse."

Indeed, some members of the press believe open-meetings laws may encourage secrecy by telling governments, in effect, how to go about holding a secret meeting.

At the outset, there is the problem of defining "meeting." The Illinois Legislature dealt with that problem last year.

The state's press association manager, David West, says that without a definition, it was impossible to say when members of a governmental body were violating the law. "If a reporter said, 'You are having a meeting,' they would say, 'Prove it.'"

So the law was amended to define a meeting as "any gathering of a majority of a quorum of the members of a public body held for the purpose of discussing public business."

West concedes that, theoretically, any flexibility to apply the open-meetings act on a case-by-case basis has been lost in setting up a rigid definition. However, he adds, "the practical effect is that we now have an act that can be enforced."

Then there is the problem of when a meeting legally may be closed.

In Mississippi, the state open-meetings law was amended last year to add a list of reasons why a closed meeting of a public body may be called. Prior to enactment of the amendment, a closed meeting could be called for any reason by three-fifths of the members of the body.

But even in those states where there are only limited occasions for closed meetings, there may be trouble.

In Washington state, for instance, Conrad reports there is a lot of room for abuse in exemptions that allow a governmental body to go into executive session to discuss personnel matters or to discuss legal action with its attorney.

"Everything that a governing body does carries some potential of legal action," Conrad reasons. "If there isn't some sort of limit on when the attorney-client exception can be used, they'll use it much more often than is intended under the spirit of the law."

A bill that would have required closed meetings to be tape-recorded so that judges could review them and rule on challenges died in committee in the Texas Legislature last year.

But Minnesota added a provision to its law so that meetings conducted under an exemption for labor negotiations will be tape-recorded with the tape to be made public two years after the negotiations are concluded.

Oregon has devised another not-entirely-satisfactory remedy. Its open-meetings law has a provision allowing reporters to sit in on executive sessions if they agree not to report what they hear.

Although he calls it a "totally untenable situation," Oregon Newspaper Publishers Association Manager David Bennett says the arrangement "allows the reporter to at least satisfy a surrogate public interest that nothing improper is taking place in the executive session."

Finally, there is the question of penalties for violations of the act. Is merely declaring null and void the action taken during an illegal meeting enough?

The press in Missouri doesn't think so, and last year it supported a bill that would levy fines of up to $500 on each member of a governmental body participating in an illegal meeting. The bill passed the House but died in the Senate.

New technology's impact. Attempts are beginning to be made to get state open-meetings laws to reach out and touch meetings conducted over the telephone. There have been mixed signals on the issue so far.

A bill that would have required that "teleconferences" held by boards and commissions in South Dakota conform with the open-meetings law—including public notice and public access to the entire conversation—passed the state Senate last year but not the House.

In Virginia, the state Supreme Court recently agreed to rule whether that state's FOI law covers telephone conference calls.

As it has in almost every other aspect of life, the computer, too, is making its impact felt on state access laws.

In what is believed to be the first case in which computer tape was treated as a public record under a state open-records law, the Catholic Bulletin of St. Paul, Minn., sought information on how much public money had been spent in the state on abortions, and who had performed them.

The publication's request for the information under the state's public-records law was turned down because the information was stored in computers in a form that could not be retrieved inexpensively. The Bulletin asked for permission to provide the computer program necessary to retrieve the information. And after court challenges that reached the Minnesota Supreme Court in 1978, the Bulletin was allowed to supply the program and obtain the information.

The press also is beginning to express its concern about another aspect of the new technology: recording police reports electronically.

This is how it works—or doesn't work—in and around Marshfield, Wis., according to William R. Heath, editor of the Marshfield News-Herald: Instead of writing up a report on an incident, local and county police will dictate the report into a tape recorder. Depending on the secretarial staff available to type the reports, it can be days before reports appear in written form.

Marshfield authorities say taping frees the police force for more street work. Moreover, they stress that the tapes are not used for reports of major crimes, only for minor ones such as vandalism. But to Heath, who is smarting because his paper missed the story of a police chase of a suspected burglar over downtown rooftops, the situation is "inexcusable."

The Wisconsin Newspaper Association has brought the problem to the attention of the state legislature, which is considering wide-ranging revisions to its open-records law.

"The bureaucrats always maintain they want to close things up to protect people's privacy. . . . They are doing a very good job of selling the media as this gigantic invader."

Patricia Hirl
Minnesota Newspaper Association

Using the laws. Of course, no access law—no matter how strongly worded—is worth anything unless it is adhered to. And it often falls to reporters and editors to see that it is.

In Hudson, N.Y., the school board was conducting its meetings last year in a virtual secret code. The board referred to documents and topics by number, not name. Neither detailed agendas nor documents under discussion were shared with the public or the press.

Following discussions with his newspaper's attorney and with the staff of the state's committee on public-records access, Alan S. Grigsby, editor of the Hudson Register-Star, had an informal talk with the superintendent of schools.

"Everything worked out very amicably," reports Grigsby, who says the superintendent produced all the documents to which the newspaper believed it was entitled.

Many state press associations make information on the state access laws available to the media and government, ranging from the 20-page tabloid newspaper Allied Daily Newspapers and the Western Washington Chapter of SPJ,SDX, have produced, to the wallet-sized card summarizing a state-access law that the Oregon

A researcher selects one of the open-meetings files at the Freedom of Information Center, a clearinghouse on the access issue.

Newspaper Publishers Association provides its members.

Both the Missouri FOI Center and the Washington, D.C.-based Freedom of Information Service Center—a joint project of the Reporters Committee for Freedom of the Press and SPJ,SDX—keep files on state open-records and open-meetings laws and can provide information on them.

Publicity about suspected violations of the laws "sometimes . . . will be enough to back the bureaucrats down," says Tonda Rush, project director of the service center.

Rush estimates that half of the problems that are presented to the FOIA Service Center are solved without resort to paid legal counsel.

When legal avenues are pursued, courts appear to be interpreting state access laws liberally. The majority of the decisions that have appeared since 1977 in the publication Media Law Reporter have been in favor of access, reports editor Cynthia J. Bolbach.

Numbers of access-related court cases appear to be increasing as well. The publication recorded seven in '77 and more than four times that many in 1981.

Perceptions of the press. Observers of access laws note that groups other than the press often take the lead on access issues before the state legislatures. Most of the time, however, access is seen as primarily a press issue.

That was the case in Mississippi last year where an open-records bill was killed on the final day of the legislative session.

The view that access is of press interest alone "is one of the things that has hurt it," says Lloyd Gray, state capitol reporter for the Sun and Daily Herald of Biloxi. There is, he notes, "no love lost between the legislature and the press."

State government employees can pose another obstacle. "The bureaucrats always maintain they want to close things up to protect people's privacy, and, unfortunately, they are doing a very good job of selling the media as this gigantic invader of privacy," says Patricia Hirl, the Minnesota Newspaper Association's legislative counsel.

For example, during the debate last year on a bill that would close autopsy records to the press, one legislator asked his colleagues if they would like to see the reports of their mothers' autopsies published in the Minneapolis Tribune. "Everybody has a sainted old mother or grandmother, so that went down with almost no fight," says Hirl.

And there is the perception that the press's interest in openness is self-serving, says John Finnegan, executive editor of the St. Paul (Minn.) Pioneer Press and Dispatch.

On two occasions recently, Finnegan says he heard those who would restrict access to records contend that "openness is only a device pursued and advocated by the media for commercial gain" and that "the media are only interested in the First Amendment and access because the more open government is, the more newspapers they sell."

The Akron Beacon Journal, however, recently published an editorial to blunt such attacks. The subject was the Ohio bill that would close hospital admission and discharge records to the press.

"Like the Beacon Journal," the editorial said, "most newspapers don't run such lists (of persons admitted to the hospital)." But those that do, it said, surely would be open to persuasion by their readers to discontinue the practice voluntarily if it were causing a crime problem. After all, "the open records law is mainly for the public's protection," the Beacon Journal reminded readers. □

An educator/reporter is initiated into the access chase. See story, p. 22.

FOIA revisions begin moving through Senate

The Senate Constitution Subcommittee Dec. 14 approved and sent to the full Senate Judiciary Committee a bill that incorporates the major changes in the federal Freedom of Information Act sought by the Reagan administration.

The action was described as "deeply disturbing" by Charles S. Rowe, chairman of the FOI/First Amendment Working Group of the ANPA Government Affairs Committee.

Rowe, co-publisher and editor of The Free Lance-Star in Fredericksburg, Va., said the Association plans to "fight hard against the significant revisions in the federal FOIA which would result if this bill became law" [**presstime,** Dec. 1981, p. 13].

The most significant changes involve the expansion of FOIA exemptions for business and law enforcement information, including allowing the attorney general to prohibit disclosure of information pertaining to organized crime, terrorism or foreign counterintelligence.

It also would create two new exemptions covering records given to the United States by any party to a legal settlement in which the United States is a party "or has an interest," and covering certain "critical" technical data.

The bill would, however, allow agencies to create a "processing priority" for FOIA requests made in the public interest, such as those from the press.

S 1730 also has a provision establishing procedures to notify those who have provided information to the government when that information is the subject of FOIA requests. ANPA supports that provision. But Assistant Manager/Government Affairs Jacquelyn L. Jackson said the Association is concerned that another provision—allowing either the person seeking the information or the person who provided it to request an oral conference—may delay the process.

The bill was approved by a 3-2 vote with Sens. Patrick J. Leahy (D-Vt.) and Charles E. Grassley (R-Iowa) opposing it. They had sought unsuccessfully to get consideration of the bill delayed for further study.

No date has been set for full Judiciary Committee action on the bill.

Meanwhile, the senator who held oversight hearings on the FOIA in 1980 has said it is not in need of a drastic overhaul. In a "personal report" issued Nov. 19, Sen. James R. Sasser (D-Tenn.) called the act "a sound law as it stands" and said it requires "only fine tuning with regard to agency implementation and management."

Sasser made 25 recommendations, the majority of which, he pointed out, do not require legislation to implement. ☐

ANPA forms group to coordinate on FOIA

ANPA Chairman and President Katharine Graham has appointed a special Strategy Group to coordinate ANPA activities with respect to FOIA legislation.

K. Prescott Low of The Patriot Ledger in Quincy, Mass., will serve as chairman. Low is an ANPA director and chairman of the Association's Government Affairs Committee.

Other ANPA directors to serve on the group are Mrs. Graham of The Washington Post Co., Allen H. Neuharth of Gannett Co. Inc., Warren H. Phillips of The Wall Street Journal and Arthur Ochs Sulzberger of The New York Times Co.

Also named were J. Stewart Bryan III of the Richmond (Va.) Times-Dispatch and News Leader, Tom Johnson of the Los Angeles Times and Charles S. Rowe of The Free Lance-Star in Fredericksburg, Va.

Changes sought to ease estate tax burden

The newspaper business' Tax Law Action Group has recommended two changes in tax law to ease the burden of estate taxes on family-owned businesses.

TLAG Chairman Len R. Small urged the Senate Subcommittee on Estate and Gift Taxation to change estate tax laws to allow that:

- The accumulation of funds for the purpose of paying estate taxes be considered a "reasonable business need" and, thus, free from the penalty tax on accumulated funds.
- All closely held businesses be permitted to use the current provision in the law allowing for an extended period of time to pay estate taxes, or, at the least, that the limit on the size of businesses that can take the extension be raised from the present ceiling of businesses with 15 or fewer shareholders.

TLAG's comments were submitted as part of the record of the subcommittee's hearing on S 1487, the Independent Local Newspaper Act [**presstime,** Dec. 1981, p. 13].

Small, publisher and editor of the Moline (Ill.) Daily Dispatch, said TLAG neither supports nor opposes the bill but believes broad-based legislation affecting all family-owned businesses is preferable to a newspaper-only measure. ☐

More changes urged in code overhaul

Many worries of the press about a proposed revision of the federal criminal code were alleviated by provisions in the bill approved last fall by the Senate Judiciary Committee.

But ANPA is urging the committee to address six additional areas of concern in a committee report being prepared to accompany the legislation, S 1630, which was reported out of the committee Nov. 18 [**presstime,** Dec. 1981, p. 10].

The bill, according to ANPA Legislative Counsel Douglas R. Watts, "represents years of mutual effort between the Senate and Washington press representatives."

The six remaining areas of concern were pointed out in a letter to the committee staff from ANPA Executive Vice President and General Manager Jerry W. Friedheim.

Some of these concerns had been dealt with in a similar manner in the last Congress when a criminal code bill, which eventually died, was moving through both houses.

Although language in a congressional report does not carry the force of law, it does provide guidance as to the intent of the lawmakers. ☐

Justice Department urges denial of Seattle pact

The Justice Department's Antitrust Division has recommended that the application for a joint operating agreement between The Seattle Times and the Seattle Post-Intelligencer be denied.

The division's recommendation was to Administrative Law Judge Daniel H. Hanscom, who conducted a month-long hearing on the matter in Seattle [**presstime,** Dec. 1981, p. 12] and will make his recommendation to Attorney General William French Smith on Jan. 15.

The applicants for the joint agreement "have failed to satisfy their burden of proving that the P-I is a failing newspaper," the Antitrust Division told Judge Hanscom in a Dec. 9 brief. "If the reported losses of the P-I are properly adjusted to reflect the incremental costs and benefits of the paper's operation, the evidence suggests that the P-I returns a net financial benefit" of $300,000-$350,000 a year to its owner, the Hearst Corp.

The newspapers, which are seeking to merge all operations except editorial as permitted under the 1970 Newspaper Preservation Act, responded to the Antitrust Division report by arguing in another brief that the P-I is "unlikely to survive without a joint operating arrangement, and, in fact, must be viewed as having already failed financially."

They said that the P-I has incurred "substantial losses" for more than 13 years and that the slide is expected to continue. According to their figures, the P-I lost $978,818 in 1969, and by 1980 the yearly deficit had grown to $1.534 million. Projected loss for 1985 is $5.823 million, the newspapers said.

The Antitrust Division based its arguments on use of incremental analysis, a method of determining whether a business operation should be continued by comparing expected cash flow. The division also cited such things as tax benefits to Hearst from operating the P-I. Hanscom previously refused to admit such analysis as evidence because, he said, it would do "precisely what the act prohibits—judge the Post-Intelligencer on the basis of its 'ownership and affiliations.'"

Nevertheless, Hanscom allowed testimony, in the form of "offers of proof" relating to incremental analysis. And in its Dec. 9 brief, the Antitrust Division urged Hanscom to reverse his earlier decision and include such proof in his deliberations; or, failing that, to reopen the hearing record for submission of further information.

Newspaper attorneys told Hanscom in their brief that incremental analysis "is legally irrelevant and inappropriate under the Newspaper Preservation Act" and "completely outside the scope" of the proceedings.

Incremental analysis was not allowed by the administrative law judge in the only other hearing held on a proposed joint operating agreement, for The Cincinnati Enquirer and The Cincinnati Post. Then-Attorney General Benjamin Civiletti, without issuing a ruling on that admissibility question, approved the application in late 1979—with the Antitrust Division's endorsement.

Also in its Seattle brief, the Antitrust Division maintained that the interest of at least five parties to purchase the P-I "as a going concern" leads to "a strong presumption that the newspaper is not failing."

According to both parties' briefs, interest was expressed in 1975 by Karl Eller, former president of Combined Communications Corp.; around 1978 by former P-I Executive Editor Louis Guzzo on behalf of Joe L. Allbritton, chairman of the board of Allbritton Communications Inc.; in May 1981 by former U.S. Rep. John E. Cunningham; on Oct. 29, 1981, by publisher Rupert Murdoch; and on Nov. 24, 1981, by Seattle manufacturer Donald Snellman.

Hearst officials repeatedly have said the paper is not for sale. They also maintain they don't think Hearst is obligated to sell the P-I under terms of the Newspaper Preservation Act.

The Antitrust Division said the P-I has "a morning advantage" because much of its circulation is in outlying areas where competition primarily is with afternoon suburban dailies. "The P-I is the only metropolitan morning newspaper in the Pacific Time Zone that is not the circulation leader in its market," he said.

The newspapers countered that market characteristics of Seattle favor the afternoon Times. Its circulation is concentrated in Seattle, a city which has not decayed as so many others have with a corresponding loss of in-town daily circulation.

The newspapers also said the Seattle-area market contains a large number of blue-collar workers whose "early-to-work ethic" leaves more time for evening reading.

Justice lawyers contended that the market is shifting from a blue-collar, "manufacturing" orientation and becoming increasingly "service-oriented." As a result, they said, the morning P-I "is certain to benefit at the expense of the Times." ☐

ANPA comments on cigarette-ad-rule study

ANPA has cautioned the Federal Trade Commission and the Congress to take "special care" in their deliberations whether to further regulate cigarette advertising.

"Any decisions imposing additional requirements on the private sector should be carefully weighed and adequately supported by comprehensive data," said ANPA Executive Vice President and General Manager Jerry W. Friedheim in a Dec. 8 letter to the FTC.

The commission had sought public comments on its staff's report on cigarette advertising that, among other things, proposed changing the shape and increasing the size of the current warning label required on cigarette packaging and advertising and replacing the current warning with a system of rotating warning messages [**presstime,** Dec. 1981, p. 11].

If the FTC decides to make adjustments in the size of the warning, ANPA would want to meet with the FTC staff to discuss "potential technical difficulties in the printing processes" that might be caused by a change in the size standards, particularly since the introduction of the Standard Advertising Unit program for newspapers, Friedheim told the commission. ☐

Regulatory notes

To meet federal budget cuts, the Federal Trade Commission has suspended the collection of data for its **line-of-business reports** program, FTC Chairman James C. Miller III announced Nov. 30. The program, in which newspaper companies have participated, requires diversified companies to report financial information by individual product lines. After delays caused by lawsuits, the FTC recently released the reports for years 1974 and 1975 [**presstime,** Nov. 1981, p. 13].

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The congressional subcommittee that earlier this year held hearings on possible radiation **hazards posed by VDTs** will not issue a report because the findings were "not significant enough."

Instead, the House Science and Technology Committee's Oversight and Investigations Subcommittee plans to detail its findings and recommendations in a letter to Health and Human Services Secretary Richard D. Schweiker, according to subcommittee staff director Thomas P. Grumbly.

The panel published only a transcript of its hearings and does not plan any further sessions on the subject [**presstime,** July 1981, p. 22].

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A bill designed to set health and safety **standards for operators of VDTs** was introduced recently in the Ontario Legislature.

Bill 149 is similar to measures introduced last year in legislatures in Illinois and Maine [**presstime,** July 1981, p. 22]. It was offered by a member of Ontario's governing Progressive-Conservative Party as a "private member's bill," which means it does not necessarily have the backing of the party.

The bill would require employers to provide workers with paid rest periods of 15 minutes for each two hours' work on VDTs; annual eye examinations; inspections of the machines every six months; detachable keyboards; adequate lighting; adjustable chairs; and an adjustable table for holding the terminal. □

Court briefs

The two **libel cases** which the U.S. Supreme Court agreed to hear this term have been **settled out of court**. They raised questions of burden-of-proof and public-versus-private-figure status.

On Dec. 18, Scripps-Howard Broadcasting Co. and Shelby T. Wilson agreed to end a case in which Wilson claimed Scripps-owned WMC-TV of Memphis libeled him in a 1975 report concerning cattle deaths on his ranch [**presstime,** Dec. 1981, p. 14].

Wilson was appealing a 6th U.S. Circuit Court of Appeals decision that he had to show that the report was false. A trial court had ruled that Scripps-Howard had the burden of proving the report was true.

On Dec. 9, the National Broadcasting Co. and Victoria Price Street announced settlement of a suit she brought claiming the network defamed her as a private figure with a 1976 television movie, "Judge Horton and the Scottsboro Boys" [**presstime,** Nov. 1981, p. 14].

An NBC spokeswoman said purpose of the settlement was to avoid further costs. She maintained, however, that the trial and appellate courts' decisions in the case "uphold the First Amendment right of publishers and broadcasters to dramatize events of historical significance."

Terms of the two settlements were not disclosed.

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The Louisiana Supreme Court has held that a public official **cannot recover damages in a libel suit** for a defamatory but true published article even though the reporter was "motivated by ill will."

The court said Nov. 16 there was evidence of "malice" on the part of Bill Lynch, reporter of The States-Item of New Orleans, when he wrote in 1976 that the director of the state employees' retirement system had received personal business loans from banks with which his agency did business.

The director, now-retired Roy B. Schaefer Jr., said there was nothing factually wrong with the article. But he argued that "the way people looked at the thing" he was accused of misusing state funds for his personal benefit.

The court agreed that "a defamatory meaning is insinuated," but held that "malice" under the 1964 ruling in *New York Times v. Sullivan* "requires publication of falsehoods with knowledge of their falsity or with a reckless disregard of their truth or falsity. Here, there is actual malice but no untruth."

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The Gazette of Montreal has appealed in the Quebec Court of Appeal a $135,000 award by a Superior Court jury for **"moral damages"** stemming from a libel suit. The newspaper claimed the amount—the highest ever in the province for the damages category relating to such things as humiliation, pain and anguish—should be thrown out or reduced to $13,500.

The plaintiff, Montreal City Councillor Gerry Snyder, sued the Gazette over a 1975 story headlined "Former city official called member of 'Jewish Mafia.'" A jury agreed that he had been defamed.

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The Justice Department has filed a friend-of-the-court brief in support of the Kansas City Star Co. which has asked a federal appeals court in St. Louis to reverse an injunction preventing it from terminating its use of **independent delivery contractors** [**presstime,** Dec. 1981, p. 15].

The department's Antitrust Division said in its brief that a U.S. District Court was wrong in assuming that retail prices of The Kansas City Star and The Kansas City Times would rise if the owner began selling copies directly to subscribers. The company now sells to the independent contractors, who resell to readers.

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The American Bar Association's Forum Committee on Communications Law will sponsor its first **seminar on media labor law** Feb. 4-5 at the Mayflower Hotel in Washington, D.C.

The seminar will feature speakers from law firms, newspapers and other organizations who will address employment-law issues of interest to both management and labor in print and electronic media.

For more information, contact Norman Nelson, ABA, 1155 E. 60th St., Chicago, Ill. 60637; (312) 947-3853. □

New Wirth bill extends competitive safeguards

By C. David Rambo
presstime staff writer

A new telecommunications deregulation bill introduced Dec. 10 by Rep. Timothy E. Wirth (D-Colo.) carries stronger safeguards against anticompetitive abuse in the electronic information arena by telephone companies than any other measure to date.

Like S 898, which passed the Senate Oct. 7, Wirth's bill, HR 5158, prevents AT&T from originating news and advertising.

But unlike the Senate bill, HR 5158's safeguards against phone company discrimination against competing information providers using a common carrier's facilities apply not only to AT&T but also to General Telephone and Electronics, United and Continental.

Both bills require all phone companies to grant access to their transmission facilities.

The House bill also calls for 20- to 25-percent outside ownership in the separate subsidiaries AT&T could form to provide enhanced and other services. S 898 carries no outside equity requirement. In fact, a proposal for a 10-percent outside ownership requirement was defeated in Senate deliberations.

But as in S 898, Wirth's proposal restrains only AT&T from originating over its own lines any electronic information other than time, weather, or simple directory listings. Those listings may consist of a name, telephone number, address and, where applicable, classification according to type of business or product [**presstime**, Aug. 1981, p. 14].

HR 5158 also would require AT&T to discontinue, after five years from the date of enactment, its "Dial-It" audio information services which were in effect Dec. 1, 1981. S 898 would allow those services to continue indefinitely.

There was no immediate endorsement by fellow congressmen. David K. Aylward, majority chief counsel and staff director of Wirth's Subcommittee on Telecommunications, Consumer Protection and Finance, said in early December the congressman had not sought any support but will be looking for endorsement by other members of Congress in coming months.

ANPA Chairman and President Katharine Graham said the Association attaches particular importance to provisions of the bill which will "promote diversity and competition among evolving, electronic information services that will be delivered via telephone lines to the American public.

"If these provisions are enacted into law, the American public will be the beneficiary of the rapid development of electronic information services offering an unprecedented diversity of sources."

Rep. Wirth answers questions at press conference while aide Aylward looks on.

AT&T spokesman Pickard Wagner said his company is "glad that legislation has finally been introduced in the House." Although AT&T finds some elements of the bill "troublesome," he said the company had not yet made a "point-by-point comparison" with the Senate version.

GTE spokeswoman Chris Valmassei also said her firm had not yet examined the bill in detail and could not comment on specifics.

ANPA Vice President/General Counsel W. Terry Maguire commended the bill for allowing flexibility in the rapidly changing electronic information market.

Wirth repeated earlier promises to hold hearings on his proposal in February to be followed by subcommittee mark-up in March [**presstime**, Dec. 1981, p. 18]. He predicted passage of a telecommunications bill in this congressional term.

ANPA's Maguire predicted that if the House bill is passed in its current form, there will be no major problems over information provisions when House and Senate conferees work out a final version of the bill.

In extending provisions to cover major telephone companies in addition to AT&T, the House bill mandates that firms over a specified size (embracing the top four in the industry) apply "nondiscriminatory terms, conditions, and charges" for all computer storage, software and related services used for an "information publishing service." Newspapers could use those services to produce "electronic" editions.

The requirement in HR 5158 that any AT&T subsidiary contain outside ownership is, in the words of ANPA Legislative Counsel Douglas R. Watts, "a fundamental underpinning of this bill."

The bill allows subsidiaries in two forms:

- "Limited separate subsidiaries" of which the parent company could own up to 75 percent. AT&T could establish three such corporate arms, each limited to providing one specific area of service. The one of prime concern to newspapers is "information publishing services," which includes printed Yellow Pages and its limited electronic version. In fact, such information services may be provided only through the limited affiliate.

- "General separate subsidiary" of which the parent AT&T could own up to 80 percent. The general subsidiary could engage in a broader range of activities including data processing and the sale of telecommunications equipment, but could not itself offer information publishing services. To do the latter, it could operate its own limited purpose subsidiaries, and the parent AT&T would be allowed only up to 60 percent ownership of those sub branches.

Wirth explained that the range of activities permitted a subsidiary would depend upon the degree to which it is independent of the parent AT&T.

In other parts of the bill:

- AT&T would be relieved from the 1956 antitrust consent decree limiting the company's activities in the data processing field. S 898 carries the same provision.
- AT&T and other regulated common carriers would not be allowed to provide cable television services or broadcasting services in the same market as their telephone systems. However, the Federal Communications Commission would rule on exceptions for cable in areas with low-population densities—a provision also carried in S 898.
- AT&T electronic yellow pages could not contain logos or trademarks as allowed in S 898.

In addition, the Wirth bill as well as the Senate bill would supercede the FCC's Computer II decision, which held AT&T can offer unregulated, enhanced services through a subsidiary beginning no later than January 1983.

AT&T continues to make structural changes in compliance with Computer II. The company Nov. 30 announced plans to set up a subsidiary that would be used for mass marketing of an advanced communications service. Such service would allow incompatible computers to communicate with one another.

That affiliate, which has not been formally named but is familiarly called "Baby Bell," would have initial assets of $59 million. ☐

Two ANPA seminars open

Registration is still open for two ANPA telecommunications seminars:

Electronic Publishing II, Jan. 26-28 at the Shoreham Hotel, Washington, D.C. This is the second such seminar and was scheduled due to the interest shown in the first, held last September.

Topics will include:

- The technology, what services exist and how they are being received
- Newspaper involvement to date
- How to start and manage such services
- The economics and marketing of such services
- Public policy issues involved
- Strategic options for newspapers.

There will be "hands-on" exhibits of electronic publishing services, and each participant will receive a Radio Shack TRS-80 Videotex terminal. The cost of the terminal is included in the seminar fee which is $1,000 for ANPA members, $1,200 for non-members.

Newspapers and Cable TV, Feb. 24-26 at the Fairmont Hotel, Denver.

Topics will include:

- History, technology and terminology of cable
- Advertising on cable
- Services available
- Current newspaper/cable projects
- How to negotiate an agreement with a cable system operator
- Equipment availability and costs
- Legal considerations in newspaper/cable agreements
- Other options in electronic publishing.

There will be exhibits and demonstrations of text-generation and other cable TV equipment. Seminar fee is $650 for ANPA members, $800 for non-members.

For more information, contact Manager/Training Services Stephen E. Palmedo, The Newspaper Center, Reston, Va. ☐

CP member critical of home service

The publisher of The Globe and Mail of Toronto has criticized The Canadian Press because the cooperative news agency has introduced an electronic-news data base for home use that will compete with a system the newspaper offers.

"We don't mind competition," said A. Roy Megarry, "but it's wrong that the news cooperative should be competing with its own members."

Donald G. Angus, general executive of Press News Limited, the CP branch that will oversee the information service Newstex, said it was intended to complement, not compete with, The Globe and Mail.

He added that the CP board of directors, which includes a representative from The Globe and Mail, unanimously approved Newstex. But Megarry said his company's CP representative "assumed they were being asked to approve a sort of pilot run of a data base" made available only to members.

ANPA Director/Telecommunications Affairs Kathleen Criner noted that the Associated Press also supplies information through the CompuServe Inc. videotex service. But AP stories are only available to CompuServe subscribers as part of the total package of news offered by each of the participating newspapers. ☐

SAT-FAX steering panel OKs 'mini test' concept

The SAT-FAX Steering Committee Dec. 1 adopted recommendations of its Project Management Group that a "mini test" of the system proceed using 10-15 newspapers [**presstime**, Oct. 1981, p. 22].

Committee Chairman Robert G. Marbut will present the recommendations to the ANPA Board of Directors at its meeting Jan. 18-21 in Puerto Rico and to the Newspaper Advertising Bureau Board of Directors at its meeting Jan. 11 in New York City.

The committee also will recommend that participating newspapers help pay for any "mini test" in which advertising would be delivered to newspapers in facsimile form via satellite. The system would be designed to make it easier and more desirable for advertisers to use newspapers. ☐

Telecommunications notes

The Federal Communications Commission has proposed to treat **broadcast teletext**—the insertion of text and graphic information in the vertical blanking interval of a regular broadcast television signal—as an "ancillary service" and not require it to observe performance standards such as the "fairness doctrine" and equal time rules.

The FCC proposal is contained in a notice of proposed rulemaking on teletext adopted by the FCC in October and released Nov. 27 [**presstime,** Nov. 1981, p. 19]. Comments on the proposal are due Jan. 11. The matter is under review by ANPA attorneys.

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Knight-Ridder Newspapers Inc. and Tele-Communications Inc. Dec. 10 announced an agreement in principle to form a **joint venture** to acquire, develop and operate cable television systems. The company, in which the firms will participate equally, will be called TKR Cable Co.

By mid-1982, it expects to own systems with about 100,000 subscribers, growing to about 500,000 within five years.

At an October conference for newspaper executives, TCI, the nation's third largest cable system operator, said it was not interested in leasing channels to newspapers but was interested in joint ventures with them [**presstime,** Dec. 1981, p. 19].

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Dow Jones & Co. Inc. Nov. 23 announced it had completed the $50.3-million purchase of 2,010,375 common shares of Continental Cablevision Inc., the nation's 13th largest cable system operator [**presstime,** Nov. 1981, p. 19]. Dow Jones also has offered to purchase another 1.1-million shares, which would bring its percentage ownership of Continental to 24.5.

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The Minnesota Cable Communications Board Dec. 11 repealed the regulation **prohibiting newspapers from owning cable TV systems** in their market areas [**presstime,** Dec. 1981, p. 20]. The 3-1 decision was expected to take effect the first week of January following review by the state attorney general and publication in the state register.

However, Minnesota Newspaper Association Manager Robert M. Shaw said he expects there will be an attempt this year in the state legislature to reimpose the prohibition.

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The Audit Bureau of Circulations is considering establishing a new auditing service to **verify subscriber lists for cable television** networks. According to ABC, continuing exploration of the idea will be done by a "cable television study task force" and will include a test verification using the Cable News Network of the Turner Broadcasting System.

A "formative position" on the service is expected to be taken later this year, the bureau said. ABC currently audits only print publications.

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Meanwhile, a cable TV industry group Dec. 14 called for a hiatus in the reporting of **cable viewership** in local markets. The Cabletelevision Advertising Bureau/National Cable Television Association Research Standards Committee said it wants the moratorium so that it can work with research companies to improve cable statistics and so that it can consider a proposed study to determine the best way to measure cable viewership.

At least four companies now are measuring or have announced plans to measure cable viewership—The Arbitron Co., A.C. Nielsen Co., Video Probe Index Inc. and Media Statistics Inc.

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A House subcommittee Dec. 16 approved **cable TV copyright legislation** based on an agreement reached between the National Cable Television Association, the National Association of Broadcasters and the Motion Picture Association of America.

HR 3560 is expected to be considered by the full Judiciary Committee in February.

The bill defines the protections afforded local stations that have contracted for exclusive rights to carry TV series and movies, and also deals with royalty rates and mandatory carriage of local stations.

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The New York Times Co. has decided to drop its Key Issues Tracking service, an **electronic abstracting service** that had run into some static from newsletter publishers. The newsletters charged their information was being used without permission or pay in violation of copyright law.

Some of the publications abstracted in the KIT service now will be included in the New York Times Information Bank, an electronic news retrieval service that currently abstracts 55 publications, according to Robert S. November, president of the Information Bank.

The decision to terminate KIT was not made as a result of the flap by the newsletter publishers, November said, but "as a result of our own review of how we want to market our material. . . . It doesn't seem to us to make sense to offer a very small data base (KIT) and a very large data base (the Information Bank) that serve the same purpose."

KIT, which includes information on what the service's editors decide are the key issues of the day, was designed specifically by The New York Times for the Carter administration White House. When Carter left office, the Times decided to market the service.

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The 11 newspapers that are information providers of the **CompuServe Inc.** videotex service have extended their contracts with the system through June.

In addition to further research into how newspapers can participate in the electronic information-retrieval market, CompuServe will offer more electronic classified ads early this year [**presstime,** Nov. 1981, p. 19]. ☐

Newspapers are refining the selection process for staffs of new electronic publishing services. See story, p. 38.

ANPA nominates La Prensa publisher for Golden Pen

ANPA has nominated Nicaraguan publisher Pedro Joaquin Chamorro Barrios, 30, for the 1982 Golden Pen of Freedom, awarded annually by FIEJ, the International Federation of Newspaper Publishers.

Pedro Chamorro

Chamorro's newspaper, the 70,000-circulation La Prensa of Managua, was shut down by the revolutionary Sandinista government five times between July and December of 1981. It has been threatened with permanent closure [**presstime**, Dec. 1981, p. 21].

La Prensa was founded by Chamorro's father, Pedro Joaquin Chamorro Cardenal. The senior Chamorro, who was murdered in January 1978, had supported the overthrow of Nicaraguan dictator Anastasio Somoza. Chamorro's death helped spark the revolution that toppled Somoza. Initially, La Prensa supported the new regime.

But continuing economic malaise has led the younger Chamorro to publish articles critical of the Sandinista leadership.

Although freedom of the press is theoretically guaranteed by the revolutionary constitution, the government has reacted to the critical articles with warnings and closures. One government publication has described the closings as "not a persecution of freedom of expression, but a corrective mechanism against abuses and in legitimate defense of the revolution."

Chamorro has responded by telling a New York Times reporter, "La Prensa's responsibility is to inform of many things that people would not otherwise know about because of growing state control over the information media."

The FIEJ Executive Committee will choose from among several nominees for the 1982 Golden Pen at a Jan. 22 meeting in Dorado Beach, Puerto Rico. ☐

Transportation notes

(Compiled by the ANPA Newsprint/Traffic Department, this column features information about transportation developments that may affect newspapers' shipments of newsprint and equipment.)

In a recent report to Congress on its study of **rail-carrier cargo liability,** the Interstate Commerce Commission recommended that rail liability standards not be relaxed.

The study was mandated by the Staggers Rail Act of 1980, which suggested lowering railroad responsibility for loss or damage incurred in interstate freight shipments.

The commission also concluded that the variety and complexity of shipping transactions argue against any reduction in current time limits on filing claims and instituting litigation. ANPA had opposed any modification that would weaken existing protections [**presstime**, June 1981, p. 41].

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Conrail reported net income of $12.8 million for the first nine months of 1981, versus a loss of $231.8 million for the same period in 1980 [**presstime**, Sept. 1981, p. 17].

According to L. Stanley Crane, Conrail chairman and chief executive officer, the turnaround stemmed primarily from successful efforts to reduce costs. He noted that carloadings of traffic were actually 5.5 percent less than in the first three quarters of 1980.

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The ICC has decided to let two federal appeals courts settle the growing controversy over its Oct. 8 decision revising the motor carrier **fuel surcharge program** [**presstime**, Nov. 1981, p. 16].

At issue is the commission's decision to replace the revenue-based surcharge program with a new system under which carriers would be required to fold increased fuel costs into their base rates and to reimburse owner-operators on a mileage basis.

The system was to have become effective Nov. 8, but appellate courts in New Orleans and Philadelphia entered temporary stays of the new rules.

Meanwhile, provisions of the revenue-based surcharge remain in effect, including the requirement that owner-operators be reimbursed at the level established by the ICC.

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The International Brotherhood of Teamsters and the **trucking** industry Dec. 1 began talks on a new **national contract.** The current agreement expires March 31. Some 300,000 drivers are involved.

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The U.S. House of Representatives by 305-83 has passed a bill easing federal regulation of the **intercity bus industry.**

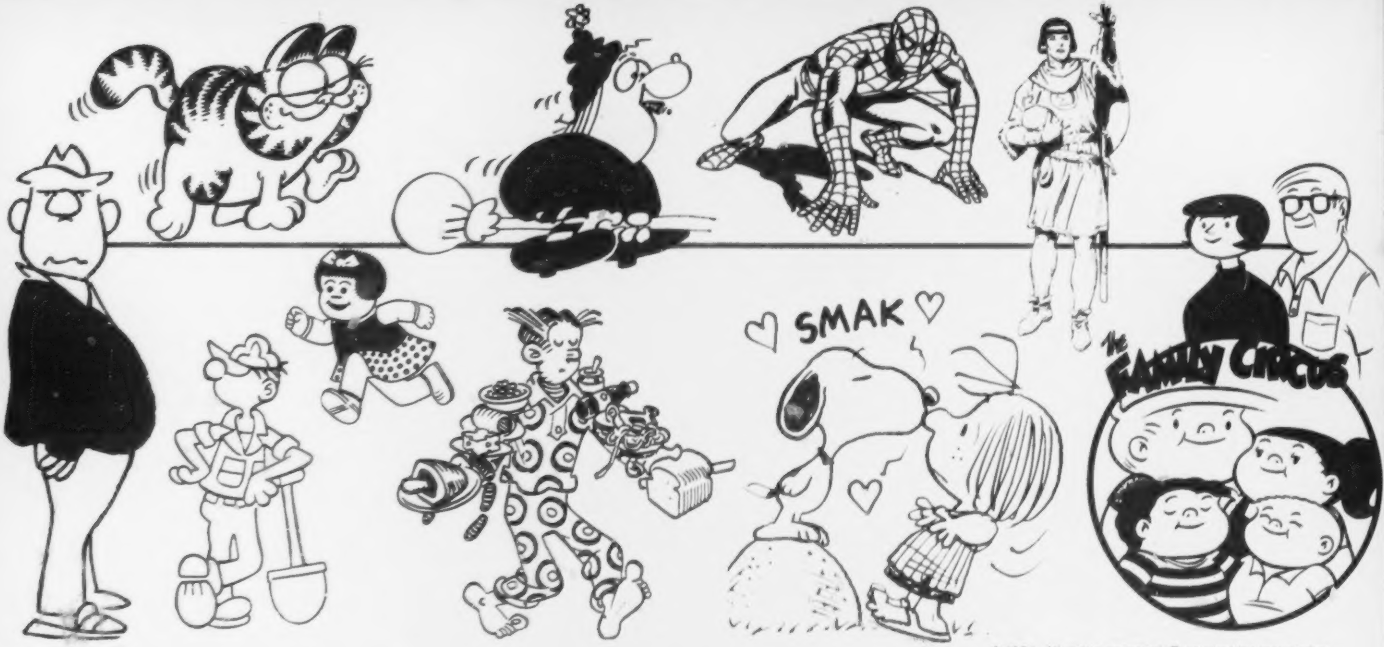
Among other things, HR 3663 would allow any applicant who is fit, willing and able to serve a market unless a protestor shows the service would not be in the public interest; permit bus operators to raise interstate fares by 10 percent or lower them by 20 percent without ICC interference; and authorize the ICC to preempt state decisions on a case-by-case basis if the commission determines that a state action was an unreasonable burden on interstate commerce. ☐

Railroad weather report on track

The nationwide system of railroad notification on weather situations affecting rail shipments resumed its annual winter operation Dec. 14.

The Transportation Division of the Association of American Railroads summarizes weather reports and telexes the information to major railroads. The summary is available to shippers from telephone number (202) 293-3970 or from the Western Union "FYI" service (telex number 8513 or TWX numbers 710-988-5956 or 910-221-2115, using the code word "embargo").

Newspapers may find this service useful in keeping track of newsprint shipments. For more information contact ANPA's Newsprint/Traffic Department at The Newspaper Center, Reston, Va.



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Editors vs. syndicates

A love-hate relationship, with inside gossip on the side

By Drake Mabry

There's a sign outside the office of a New England editor reading, "We shoot one out of four syndicate salesmen. Three just left."

That probably is a voice out of the past, but there still remains something of a love-hate relationship between newspaper syndicates and editors.

Syndicate folks, who earn their living by selling, say too many editors tend to be stodgy, complacent and too conservative. The syndicate people have difficulty understanding editors' attitudes.

Editors, who serve their readers by judging and buying, are generally suspicious of sales pitches, although many enjoy dealing with syndicate salespeople and playing an adversary role.

These conclusions grew out of a survey of 17 syndicates, including all the major ones, and nearly 100 editors, by the Associated Press Managing Editors Association Changing Newspaper Committee.

Mabry is a managing editor of the Des Moines (Iowa) Register and Tribune and was chairman of the APME's 1981 Changing Newspaper Committee. This article, being reprinted with permission from APME, was part of the committee's report to the annual APME Convention held in Toronto last October. Mabry was assisted by Richard Hainey, journalism professor of Northwestern University, and Janet Brandt, managing editor of the Journal-American in Bellevue, Wash.

To set the scene:

"Many newspaper editors in the country are editing for themselves and not their readers. . . . I have heard several editors say, 'We don't want to start that feature. If we do, our readers will never let us drop it.' "

—David Hendin, editorial director and vice president of newspaper operations, United Media Enterprises

"I'm uneasy around them (syndicate salesmen). I'm a little hostile, though I try to hide it. I feel that I am being manipulated. Generally, I mistrust them."

—Lawrence S. Connor, managing editor, The Indianapolis Star

Still, the syndicate-editor relationship is difficult to describe in generalizations. Syndicate officials admire some editors, mainly those willing to give new ideas a chance and who can come up with new proposals. Many editors, in fact, said they enjoy syndicate calls, if for no other reason than the gossip they bring—What's going on at other papers, who's in and who may be out, job changes, professional and personal scuttlebutt.

Inside gossip, in fact, may be the syndicates' strongest point rather than what's in their briefcases.

The answers to the survey were forthright and frequently vigorous. There was a fair amount of rhetoric and tub-thumping, but not as much as we expected.

The surveys touched on other subjects: future trends and ideas as the syndicate experts see them . . . the pros and cons of territory rights . . . whether costs will increase for newspapers involved in electronic delivery . . . syndicate business practices . . . how editors make decisions to buy . . . and tips on dealing with syndicate salespeople.

The editors on syndicates

It is entirely possible for an obviously good feature to get the cold shoulder in many newsrooms—at least initially.

While quality is a factor in the decision to buy, reject or wait, it is not the leading one. The consideration of space—"Where am I going to put it?"—is the leading concern. Other factors include balance of content, need to plug a hole in coverage and competitive advantage.

Cost, to many, is not that big a factor. Indeed to some in competitive cities, it barely counts. But to a scattered few, it is THE factor.

Editors habitually show new features around the newsroom, sometimes even to the general manager and publisher, before making a decision.

They want a feature, whether a column or a comic, to have an element of timeliness in today's society—a news peg of sorts.

Here's what editors participating in the APME survey say about buying syndicate features.

Most indicate the syndicate salesperson has a relatively small role in the selection of material.

"Precious few are reliable," says George Lockwood of The Milwaukee Journal. "For the most part, they could just as well sell shoes." (Another suggested can openers.)

The majority of editors are turned off by flashy presentations and pressure pitches. "They are out to hustle you, and nobody likes to get hustled," says Walt Rykiel of the Wilmington (Del.) News and Journal.

"We rarely buy on the basis of salesmen's presentations," says Don Casey of the St. Cloud (Minn.) Daily Times.

Still, editors as a group say they enjoy dealing with most syndicate salespeople. Al Schmahl of The Grand Island (Neb.) Daily Independent called them "good company (if they buy lunch)."

Michael Lewis of The Miami News described the salespeople this way: "The best will not try to sell you something they don't think will benefit you. The worst will sell you a dog at an inflated price."

But editors realize that a salesperson's job is to sell, and many simply ignore such wild lines as "Everybody in Texas is buying this one," or "This comic is the next Peanuts," or "This feature is the hottest thing to come on the market in years."

Those go with the territory. "I know the bull line," says Nicholas P. Nagumy of The Bulletin of Philadelphia. Ed Orloff of the San Francisco Examiner says, "I like most of them. They are decent guys trying to make a living."

So, on the whole (there are exceptions to everything), editors feel salespeople are relatively forthright, perhaps stretching the truth now and then. Every editor has his favorite, just as salespeople have favorite editors.

About 10 percent of the editors said they had been lied to by syndicate salespeople, mostly about rates, other papers that have bought a feature and territory.

"If a salesman can hoodwink an editor, the editor probably deserves it," says Milwaukee's Lockwood.

"One salesman assured me another newspaper was getting ready to snap up a feature if I didn't buy it immediately," recalls Julia Wilson of the Orlando (Fla.) Sentinel Star. "It was an obvious ploy. There is frequently gamemanship—on both sides."

Editors also complain that too many salespeople know little about their individual markets or even their papers. "Some even insult our paper," says Don Hatfield of The Herald-Dispatch, Huntington, W.Va. "That's the quickest way to get a no and an exit."

Most editors consider themselves busy people, and the salesman who drops in unexpectedly is apt to get a cold reception or a tired bottom while waiting. So appointments are necessary. Even then, many editors complain that such meetings eat up too much time.

A word about the gossip factor. About 25 percent of the editors responding volunteered that they enjoyed the "news" about other papers and editors that salespeople can bring.

"They're the best gossips in the business," says John Leard of the Richmond (Va.) Times-Dispatch and News Leader. "They travel enough to keep us posted on trends, friends, the business in general."

"I use them as a learning experience for me and my paper," says Robert Pattridge of The Denver Post.

Finally, before we leave the sales force, this plea from Mary Ann Maberry of The Sacramento (Calif.) Bee: "Please, they are not just MEN. One of the best out here is a woman."

Buy one, drop one. Back to decision-making and the space problems.

Connor of The Indianapolis Star echoed others by saying, "Because we don't want to drive news out of the paper . . . we usually drop a feature to pick up a new one. So the criterion is: Will the feature improve readership; is it better than the one we're dropping?"

And William Schultz of the Intelligencer-Journal, Lancaster, Pa., "My first and practically only concern is the quality of a feature. I'm not interested in hot items, fads or gimmicks. I usually turn down features developed to take advantage of a passing interest. I'm more interested in durability."

Some editors, as the syndicate folks complained, are too conservative. "We have purchased only one new feature in the last three years," says W. Alan Miller of The Chronicle-Tribune of Marion, Ind. "We are apt to wait and see how it fares elsewhere."

Exclusivity and territorial rights. What about exclusivity and territorial rights? As expected, many larger-circulation papers favor it, and many smaller ones oppose it—frequently with a great deal of vigor.

But first, how do the syndicates feel about it?

Most of the large syndicates limit territory in two ways: (1) a 50-mile radius (Canada Wide Syndicate sets a 20-mile radius), or (2) counties in which a paper has a 20 percent penetration or more can be included in the exclusive territory—a standard set in The Boston Globe case.

There are variations, of course. Some expand from these standards; others are cutting them down. The Chicago Tribune-New York News Syndicate says, "It's a market decision . . . on each individual paper."

Willard Colston of the Los Angeles Times Syndicate defends the 20-percent penetration territory guide: If territories are drastically reduced, papers previously blocked will buy the traditional established features denied them. To make room for them, these smaller papers will cancel the less widely sold but frequently innovative features they buy from smaller syndicates.

"This will further inhibit the sales of newer, more innovative features."

William Dickinson Jr. of The Washington Post Writers Group (20 percent penetration rule) says, ". . . Territory questions are a constant hassle and source of friction. I have a certain sympathy for papers that break ground with a new feature and then, once it is successful, find neighboring papers claiming a right to it."

And Universal's Tom Thornton: "We believe strongly in the principle . . . where real competition . . . is taking place. We abhor excessive territorial restraints based on history without consideration of reality. . . . Many newspapers may well be jeopardizing exclusivity" by their excessive demands.

Editors usually split on the question, depending on their own situation.

The majority of papers participating in the survey said exclusive territories are not in the best interests of the public—and most of these papers have been denied features they wanted because of such agreements.

About 25 percent thought territory rights were OK; another 5 percent or so demanded them but still had doubts about the public interest.

Some comments:

Don Casey of the St. Cloud Daily Times: "The days are long past when readers selected one paper over another because one had a particular comic strip."

William Parry of The Middlesex News, Framingham, Mass.: "Today most readers read only one paper. It is unfair to deprive them of some fine features."

William Baker of the Clinton (Iowa) Herald: "I think it is pretty dumb for a major metro . . . to demand exclusive rights and deny (a strip) to Clinton, Iowa, especially when you consider the only attention the metro pays to local people is in the event of a lawsuit, a fire, a murder or some other tip-of-the-iceberg event. If the metro was covering the magistrate court, the schools, the churches, the obits in Clinton, it might have some basis" for exclusive rights.

"It is," says Daniel Eisenhuth of the Burlington County Times in Willingboro, N.J., "a form of censorship. Our readers are denied access to some important and irreplacable material."

On the other hand:

". . . Newspapers are having to fight harder and harder to attract and hold readers. The competition for readers' time is frightening."—George Killenberg of the St. Louis Globe-Democrat

"It is part of the competitive strategy, and competition in the long run does benefit the public."—Julia C. Wilson, Orlando Sentinel Star.

There was a different twist in Miami, from Lewis of the News: "We ask for exclusivity in our city. Our competitor (The Miami Herald) demands it for many counties. As a result, we can buy some features the syndicates refuse to sell to our competitor. I don't believe in territory rights, but I'm happy the competition does."

The Minneapolis papers ask territory rights, but the Star's Tim McGuire disagrees with the policy. Says he: "Exclusivity hurts smaller papers a lot more than it helps bigger papers. . . . Newspapers play power games, and readers get inferior products."

This compelling view comes from Louisville, Ky., and William Ellison Jr. of The Courier-Journal: "We circulate in all 120 Kentucky counties and 20 Indiana counties. We are the second paper (after the local) in most of them. If exclusivity helps us survive as a second newspaper, then it best serves the public. I can't believe the people of Kentucky would be better served if we no longer were able to offer The Courier-Journal as a supplement—or alternative—to their hometown dailies and weeklies."

D. R. Slinkard of The Fresno (Calif.) Bee says exclusivity is unfair to competitors as well as readers. A couple of years ago he gave up exclusive rights to Peanuts so a small neighboring paper could have it.

And then there is Peter Selkowe of the Southern Illinoisan in Carbondale. He had to read the other guy's paper to keep up with Peanuts, and it galled him no end. "But now I've got Peanuts, and I'm all for exclusivity. (No, I don't see any contradiction.)"

The syndicates on editors

Newspaper readers are becoming more sophisticated, more discriminating, more interested in solving their own problems, less interested in mundane, shallow features. Readers are looking to newspapers less for entertainment and more for news and help.

But top officials of 17 syndicates say they are not sure the nation's editors are keeping up with these trends. Those that are, they say, are providing more material locally and relying less on syndicates.

The syndicates think editors should be more sensitive to the power of comic strips and panels to appeal to readers, a not unexpected conclusion.

"Editors talk a good game of change," says Willard Colston of the Los Angeles Times Syndicate, "but what they often really want is illusion of change."

He sees less emphasis on columns with "frozen viewpoints—what made sense when the column was bought may be outdated and inappropriate a year or two later." Thus, Colston predicts an increase in the one-shot stories or series or book serializations because they can give an editor "fast, hard-hitting, promotable, low-cost coverage" in a timely, interesting area.

Marjorie Steitz of the Artists and Writers Syndicate sees newspapers serving the needs of more intelligent readers. "We think the newspaper's primary reader is in fact better educated and more discerning than the public as a whole. . . . During the past three decades, syndicates, including this one, have produced junk food galore. . . . Forget it, and concentrate on primary readers. . . ."

William Dickinson Jr. of The Washington Post Writers Group calls for "thoughtful commentary on current events and the human condition" but senses a "slow brain drain" from newspapers to competing media. "What's needed," he says, "is better talent."

There is some disagreement on this.

Charles Ohl of the Copley News Service, for example, contends that editors strive to make their papers more sophisticated, "but not to the readers—who continue to love basic entertainment, and if they don't get it from newspapers, will turn to TV."

The timely one-shots may be OK, says Shirley Anderson of Princeton Features, but she argues they are not cost effective for the authors or the syndicates. "Outstanding one-shot material requires the quality of a magazine effort, and editors do not want to pay for that kind of quality."

Meanwhile, syndicates will keep offering people profiles, consumer aid columns, more discussion on sex and family issues, foreign affairs and foreign lifestyles. One syndicate calls on newspapers to start using short fiction—clearly labeled, of course.

Finally, Dennis Allen of the Register and Tribune Syndicate, replied, "You are the first editor who has openly acknowledged that I am an expert. Newspapers of the future need to help people more than they have in the past."

Giving something a chance. Editors are constantly scratching for a way to appeal to young married people, the nonsubscriber and occasional readers. But such material—if, indeed, anyone knows just what it is—is hard to come by. How do the syndicates react to that?

Do editors, as Steitz says, forget them and concentrate on primary readers? Hardly, say other syndicate folks.

Editors who say there is a shortage of material to appeal to such people "speak with forked tongue," says David Hendin of United Features. "There is a lot of good material oriented toward young readers. The problem is that too often editors don't give it a chance to fly." That means leaving it in the paper long enough to gain an audience.

Hendin mentions games and puzzles, features on music and music stars, science features. Others mentioned comics, money management, a special tabloid for young readers.

A common complaint was that when such material is offered, editors say it looks good but they don't have the space to run it.

Listen to John McMeel of Universal Syndicate: "I don't believe that papers can really effectively compete with the specialized magazines. . . . These are attracting those young readers who are not habitual newspaper addicts. Newspapers can offer a blend but do not have the space or the budget to give the specialized reader the in-depth reporting he is looking for.

"I would . . . say that editors must continue to be open to change, whether it is a challenging column or comic strip. The sad thing is that so many editors still operate on a 1950 mentality."

"There is a lot of good material oriented toward young readers. The problem is that too often editors don't give it a chance to fly." That means leaving it in the paper long enough to gain an audience.

Or, as the Los Angeles Times' Colston puts it, there isn't that much available because "editors pay lip service to this audience, but in many cases they don't understand it. And in most cases they are not ready to make the changes to appeal to it."

Colston also pleads: "Tell us what you want, and we'll get it."

The syndicates were asked: "If you could come up with a new dream feature to capture these younger non- or occasional readers what would it be?"

The answers were wide-ranging:

Entertainment stuff and "promote the hell out of it" . . . another Peanuts or Family Circus . . . or Doonesbury . . . short fiction.

Many just didn't know but offered some general observations:

From Allan Priaulx of King Features: It would be a "service or how-to feature . . . twice weekly because producing copy four, five or more times a week can lead to burnout of talent and material. . . . There would be some cross-fertilization with other media—magazines, television or radio—to reinforce the importance and credibility of the author and to provide him/her with a sound financial base. The subject? That's a secret."

From Copley's Ohl: "It would be humorous, simple and not too informing. . . . It would lead the reader to the altar of information—the library or textbook."

From Milton Rockmore, a syndicate loner: "I doubt if creative people can create dream material. If they could, would Neil Simon, Tennessee Williams, Edward Albee, *et al.* have hatched some of their turkeys? When the dream happens, the public tells us."

And this final word from the Post's Dickinson: "Non-readers can't be attracted by anything short of nudity."

Criticism of editors. With all this, what are editors doing right—or wrong—with the syndicated material? That question unleashed a bundle of criticism.

- They don't adequately promote new features they buy.
- They don't display them well, like spotting a new column in the back of the book among the brassiere ads or putting a new comic at the bottom of the page.
- They don't leave new stuff in the paper long enough to create an audience.
- They butcher perfectly good copy.
- They put lousy heads on good columns.
- They run comic strips too small, especially on Sunday.
- Some "buy features like store managers purchase stock for their shelves."

That from Universal's McMeel.

King's Priaulx: "The worst papers treat syndicated features as stepchildren and fail to realize that a wider segment of readers is interested in a good feature than a poorly written local story or a technical issue in a tiny outlying town."

Still, many syndicates say some editors sparkle because they don't commit the above sins. There just aren't enough of them. And they may be right.

There were other scattered complaints: Some wanted to be able to join newspaper professional organizations (presumably APME, ASNE, ANPA, etc.) on an equal footing with editors. Some asked that one person on a newspaper make the buy or reject decision rather than a committee. A couple wanted editors to create annual awards for syndicate creativity.

But almost all pleaded for feedback from editors to syndicates, to help develop new material and improve existing features.

The Los Angeles Times' Colston: "We aren't here to force garbage onto weak editors. We're here to serve newspapers. But we need their input. If they don't let us know what they need, it's difficult for us to serve them."

Universal's McMeel: "Usually, if a feature is not making it at all, the only information we receive is a one-line cancellation. Editors have a great deal invested in features and should tell the syndicates point-blank why material is being dumped."

Princeton's Anderson: "When I have

been out on the road, I find editors surprised to find anyone with a bright mind in the syndicate business. There certainly seems to be a lack of respect from editors about syndicate salespeople. One has the feeling that editors think they must endure a visit . . . that the time given to discuss new material is a waste . . . and a bore. . . . I don't get any feeling from most editors that they feel they have any contribution to make in the development of new material, or that a syndicate would be responsive to these suggestions."

Small papers left out? Many editors of smaller papers complain their big city brethren get first crack at features and thus close out some markets.

They are right.

Most syndicates say they go to the big markets first because that's where the money is.

"We tell our salespeople to go where they can get the most money fastest on a new feature," says Colston. On the other hand, he said, mailings go out to all, and "if an editor of a small newspaper responds, we would never think of refusing to sell to him—unless his competitor responded faster."

His solution: Call syndicates frequently to check what's coming up and respond quickly to mailings. Large newspapers sometimes take time to make decisions.

Another view from United's Hendin: ". . . Some of our best customers are the editors of small newspapers who are willing to take chances with new features. Our salespeople know who these people are, and they routinely give them an early start on new material."

But many syndicates complained (while admitting less money is involved) that smaller papers are followers, not leaders, and most wait to see how a feature goes with the bigger papers before showing interest.

So, to you smaller paper editors, a line of action: Call the syndicates frequently to ask "what's new?" . . . Study Editor & Publisher for advance word on new stuff. . . . React quickly if you're interested. . . . Beat the big guy to the punch. Syndicates appreciate aggressive small papers. As Jesse Levine of Syndication Sales Corp, a division of The New York Times Co., put it: "The little guy always has to stand up and yell twice as loud."

"Some syndicates will do anything for a sale, which means rock-bottom prices and the resulting loss of dignity for feature and syndicate alike. . . ."

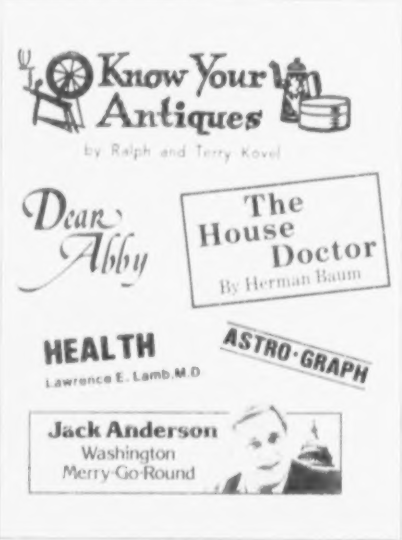
How syndicates operate. Each syndicate was asked a number of logistical and financial questions designed to help editors better understand how syndicates operate. Some didn't answer all the questions. Some skirted a question or two. Some were more straightforward. So it is impossible to nail down each syndicate. If you really want to know, ask them directly. But here are some generalities:

In a competitive market, who gets first crack at a new feature? How do you decide?

Many said they attempt to alternate between the competing papers. This is the easy answer, and syndicates readily concede it is not uniformly applied.

There are other factors that favor one paper over another, they say: amount of sales in the past and current billing . . . friendship . . . exclusivity or territory demanded . . . quickness of decision . . . rate willing to pay.

A few claim they follow the first-come, first-served principle after mailings. And those with supplemental wires involved—The Washington Post Writers Group and The New York Times—usually give first right of refusal to the paper subscribing to the wire.



How do you arrive at an asking price for a new feature?

Most have rate cards that set price by circulation, but most also know from experience with editors that it actually is a process of negotiation.

The Register and Tribune's Allen says, "I don't resent negotiating with anyone. Life, itself, is one negotiation after another."

Actually, syndicates feel that most editors—while tough—are reasonable and fair. (Some syndicates claim to turn down unreasonable offers.) A lot depends on how well, or bad, the feature is going.

There is this parting shot from McMeel of Universal: "I love (marketing director Tom) Thornton's response to this one. 'Unfortunately, syndicates are doing more than their fair share to fight inflation.' He is absolutely right. There are features being sold at the same rates that the buyers were paying in the '50s. Some syndicates will do anything for a sale, which means rock-bottom prices and the resulting loss of dignity for feature and syndicate alike. . . . Those features that have proven their value should be treated the same (way) a newspaper treats a good employee—more money."

But Charles McAdams of McNaught makes this point about client newspapers: "An asking price on a new feature is based on what they currently pay for other features. . . . If you ask for too much, the editor will say he is paying X dollars for one; why should he pay more for another? . . ."

Other cost information. Some other incidental intelligence from the survey:

- Most syndicates predict price increases ranging from 5 percent to 15 percent next year, with the majority in the 8- to 10-percent range. And Kenneth Reiley of Field Newspaper Syndicate warns: "The day is coming when rate adjustments will not be negotiated. They will be imposed out of necessity."
- It can cost as little as $1,000 or as much as $100,000 to launch a new syndicated feature. It depends on how thorough and sophisticated the promotion is, and the higher figure usually includes some sales travel costs. The average may be

about $25,000.

- The normal split between syndicate and creator is 50-50. This can and does vary. The creator of a really hot item frequently gets more.
- Thousands of would-be creators submit ideas each year to the syndicates. Many review them all, circulating them around the office in hopes of finding another Doonesbury or Peanuts. The Chicago Tribune-New York News Syndicate, for example, receives more than 5,000 each year and selects maybe a dozen for syndication. The criteria of most: "Will it sell? Is it good for readers and editors?"
- Few syndicates have a policy on papers buying but not using a feature just to keep it out of their market, either because of competition or because they want to wait and see how it goes elsewhere. But that's rarely a problem these days, the syndicates say, and if it happens, they're against it.

Finally, all were asked: "If you could take over any syndicated feature or column in the country, what would that one be? Why?

Peanuts led the selections with three. Two wanted Doonesbury. As Universal's Thornton explained his choice of Peanuts: "If you get a draft pick, make it count."

But there was surprising little consensus. ☐

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Electronic news: You'll pay more

Newspapers soon may begin paying extra for syndicate and news material they buy for print if it is recycled for cable, home information retrieval or any form of electronic delivery.

Most major syndicates are eyeing the electronic home delivery of news and features as a new source of revenue. Some syndicates are offering, or are preparing, new contracts limiting material to one-time use on printed paper, specifically prohibiting reuse in electronic systems.

At the moment, however, most syndicates—and the Associated Press—are allowing newspapers to recycle the material at no cost for a number of electronic experiments.

But when they cease being experiments, be prepared to pay.

Editors surveyed on the problem were split about 50-50 on additional billing for electronic use of material they already buy.

"We bought it to print it. If we are going to broadcast it, we owe more," says Matt Taylor of The Tampa (Fla.) Tribune.

"... How we deliver our product is none of the syndicate's business," says William B. Parry of The Middlesex News, Framingham, Mass.

The Associated Press policy now allows newspapers to use normal wire copy on local cable or electronic systems that are experiments "pending a policy decision by the AP board ... concerning the propriety of such use and the additional assessment that should apply."

Newspapers reusing AP material are asked to sign this agreement: "We understand that we are free to experiment with using AP news on the cable system, without additional charge, until April 1982, when policy will be established, possibly through an amendment to the by-laws, and a price structure set."

New contracts drawn by United Features Syndicate carry language saying one-time publication rights are granted "as printed on newsprint or other paper in a conventional newspaper format, and such rights shall not extend ... to any other format or medium, by electronic or other means."

But United's Robert Metz says permission has been granted to use his syndicate's material on "limited experiments. ... In return for our cooperation we expect to receive feedback on the experiment."

Metz offers this prediction: "As the media change form, a syndicate must make sure that those it represents are properly compensated for their work. ... Videotext, teletext and on-line data bases will be major media in the future. We expect them to be major revenue producers. ..."

Dennis Allen of The Register and Tribune syndicate has warned his clients in a memo that he has opened a new TV syndication division and that "all Register and Tribune syndicate features are provided ... on the basis of one-time use in newspapers only."

He said any paper wanting to use the material in an experiment should first check. He added some can be cleared for experimental use if contracts with creators don't prohibit it, or if there is no competitive problem.

"We will work ... in assisting newspapers toward expansion. ... However, quite obviously, we are in the business of selling images and words."

So, at what point do the experiments end and the bills start coming?

Most answer by saying that whenever such electronic ventures become "commercially viable," or "when they go commercial," or when they "become a predominant form of media access."

In other words, editors, play it by ear.

One smaller syndicate, Artists and Writers, plans no extra charge. Marjorie Steitz explains: From what is known now, "advertising and ordering goods will be the main function. ... It seems to us that editorial material will be fillers at best in the new systems"—sports scores, weather, etc.

She says extra charges should be made only if the material is part of a permanent reference in a huge electronic encyclopedia, "which would be analogous to book publishing."

William Dickinson Jr. of The Washington Post Writers Group advises: "Everyone should keep cool."

Most editors, as Watson Sims of The Home News of New Brunswick, N.J., put it, "grudgingly acknowledge (additional fees) may be necessary." Most editors see these fees as "modest" at best and believe they should not be imposed until such electronic systems start producing revenue.

William Ellison Jr. of The Courier-Journal in Louisville, Ky., adds, "We've always paid on the basis of circulation. I see no reason that couldn't continue to be the case—adding print and electronic (audiences)." ☐

Access at the grass roots

Teacher-turned-reporter finds doors to news frequently closed

By Graham Ward

As an English teacher I was used to dealing with adults on a polite, professional basis and with adolescents from a position of authority. For subject matter I was used to dealing, almost solely, with sophisticated and officially approved works of literature. With that background, I was left in occupational shock after my first week of a sabbatical leave working as a general assignment reporter for the Falmouth Enterprise.

My main goal was to learn more about writing from professionals, and to practice it myself every day. I thought working for a newspaper I knew and respected and working in an area of Massachusetts I knew and liked (Cape Cod) might give me a start on accomplishing what I set out to do.

It did that and more, beginning with my first story, a report on a citizens' protest against the showing of the Penthouse-produced film "Caligula." The "more" concerned issues of my own personality, journalistic ethics and the adversary relationship the press seems to have, of necessity, with people in the public spotlight.

My second day on the job brought this adversary relationship home with force. I tagged along on a little ambulance chasing with an experienced reporter. A woman had been hit by a telephone company van. Even I could see that the incident had some potential for a news story. By the time we arrived on the scene, the ambulance was gone, the telephone company driver declined to comment, and the police not only refused to give any details ("It's under investigation, until then . . .") but they were decidedly nasty about it.

My official dealings with the police luckily were few; I wasn't prepared for an antagonism so outrightly expressed, especially because the request for information seemed to be reasonable.

The next day, when I checked the police log, even the secretary at the police station had to be prodded for the slightest information beyond the bare log entry. This distrust, lack of cooperation and general unpleasantness were things I wasn't used to in a teaching job where all the unpleasantness is usually beneath the surface. Most of the other reporters, though, smiled knowingly at my naiveté, mumbled something like "It goes with the territory," and went on reporting.

The third day I covered Falmouth's Industrial Development Committee meeting. The committee had taken to meeting at 7:30 in the morning to avoid the press. That was a challenge to my editor, Michael E. Phelps, and it seemed only fair to me that a town committee should meet at some reasonable hour.

I was not prepared for my reception at the meeting: "Oh, the press is here; we'll have to watch what we say," or, later in the meeting, "I heard from someone, who shall be nameless . . ." and so on. I could see the story wasn't going to come to me. I had to be considerably more aggressive than I was used to being to get it.

While the aggressive world of journalism was not exactly news to me, it was different from my preconceptions. There were more Joe Rossis than Lou Grants and no lovable cops like the Barney Miller gang. If the source for the story was reluctant to give out information, then other methods had to be used, the most benign of which seemed to be the when-did-you-stop-beating-your-wife question. Most tactics for getting a story from a reluctant source did away with any question of trust.

I had spent my life to that point in what I believed to be the humanistic tradition. Treat people right and they'll treat you right. Set a good example (comes with the territory for a teacher). Was this attitude naive or at least unrealistic? To what extent is trickery and subterfuge necessary in getting a story? Does the use of this trickery depend upon the importance of the story? Is the distrust that made the subterfuge necessary in the first place thereby increased? And then what is a legitimate detail in a news story, and what is distortion or highlighting for sensation's sake?

I'm a novice. I have no answers, just examples.

Back to the Industrial Development Committee for a minute. Clearly it was important for the paper to cover the meetings of that group. The men on the committee were experienced businessmen, some retired. As present or former figures of authority in their businesses, they were protective of their dealings, wary of the press, and had already formed defensive postures and policies. Yet they were in sensitive positions in town. They indirectly controlled some taxpayer money; they could award contracts.

The people of the town had a right to know where their money was going. In that sense I could see that the press served as the eyes of the public—and the ears too for it was the editor's policy to quote practically everything that was said at the meeting, including unfavorable comments

Amy Rader

Ward conducts interview for story.

Ward has returned to his position as chairman of the English Department at Brooks School, North Andover, Mass., after spending much of a year's sabbatical as a general assignment reporter for the Falmouth (Mass.) Enterprise, a 10,621-circulation semi-weekly.

about the press.

These issues surfaced every day. Lawyers were reluctant to talk, of course, and very wary about being quoted: "Do you plan to sell the property for a fish processing plant?" "No way. The property is not for sale as a fish processing plant." Being used to trusting people, I was satisfied with the answer. Editor Phelps wasn't. I called the lawyer back: "Are you planning to *rent* the property as a fish processing plant?" "Well, now, that's another story. . . ." Trust shattered. Lawyers really were equivocators, at least when confronted by the press.

But the most painful of these incidents for me was a confrontation at a town school committee meeting. As a schoolteacher, I was assigned, logically I suppose, the job of covering the school committee. The town had had credential difficulties with the previous school superintendent and had finally fired him. Everyone was watching the new man. The issue this night was pay for substitute teachers. During the discussion a woman in the audience got up and gave an angry speech, directed at the superintendent, about the poor treatment of substitutes by high school students. The superintendent, who until that time had been mild-mannered and conciliatory, blew up. He told the woman that she was out of order, that her remarks weren't relevant, that she should sit down and shut up.

During a break in the meeting, I went over to get her name. Naturally, as per instructions, I had written down everything she had said. She refused to give her name and left the room. A few minutes later she came back, crying, and begged me not to quote her in the paper. Confused, I made no commitments.

In writing the story I asked an editor, who was substituting briefly, for Phelps, what to do about the woman. "Was the incident relevant to the story?" he asked. I thought not. The school committee had agreed to a raise for the substitutes, and there was no discussion of student behavior in relation to the substitutes. Then don't put it in, he said. An hour later Phelps came in. He had heard about the blow-up from another source. He told me to put it in the story. It was easy enough to get the woman's name from the superintendent's secretary.

Was the incident relevant after all, revealing as it did a hitherto unknown side of the new superintendent? And was I unable to see this fact, being blinded by sympathy for the woman? Or was it a case of sensationalism, of distorting by exaggeration and choice the details of straightforward coverage? After all, everyone has his or her moments of anger.

My official dealings with the police luckily were few; I wasn't prepared for an antagonism so outrightly expressed, especially because the request for information seemed to be reasonable.

"In a case like that, the journalist's primary responsibility is to dispel rumor," said Phelps, discussing the incident later. "The only judgment to make is a news judgment." The incident still bothers me, but it's the best answer I've had so far. After all, the way Phelps had heard the story, from someone else who was there, is the way rumors begin.

These ethical considerations mingled with rhetorical ones when I returned to the paper in the spring after taking a few months off to do some free-lance and fiction writing.

I was assigned a feature story on two local men who had taken a brief holiday in Finland. I interviewed at length the one I was able to reach. His description of his brief stay in Finland was vivid in detail, but unfortunately, at least to me, the details showed the man to be insensitive to his surroundings—a boor, an ugly American. But it was too good a feature to scuttle, no matter what the humanitarian reasons. Having been burned once in the substitute-teacher incident, I recorded every incriminating phrase.

The story ran on Friday. On Monday, the man came to the Enterprise office and bought 20 copies of the newspaper. I should have known better. It was the lesson of Frederick Wiseman's documentaries. When you look in the mirror, you always see the handsomest one of all.

The incident also reinforced what I believed in for the teaching of writing—the central role of the audience and the honesty of the writer. If I had pulled any punches in the story, I would have neglected my primary obligation and would have been dishonest with my audience, the readers of the paper, and with the subjects of the story.

Feedback from an audience, even if that audience is one teacher, was always "a given" for me as a teacher of writing; but it wasn't until I became a student of writing that I felt its full force. Feedback was an everyday occurrence on the small semiweekly paper. The people I wrote about I was likely to meet in the post office or the A&P.

Other beliefs were reinforced, too—that you write best when you have something to write about; that you can't learn much about writing without practicing it regularly; and that the final stage of writing, the editing stage, the stage most English teachers spend 90 percent of their time on, is probably the least important stage.

I record these impressions after only a year as a working journalist. Perhaps the roles should be reversed and the journalist become an English teacher for a while. After all, the pay's about the same. ☐

Pulitzer board makes procedural changes

The Pulitzer Prize board has made two procedural changes in the wake of controversy over the award of journalism's most coveted award.

First, the board decided to take two days instead of one to review Pulitzer entries and choose recipients. Second, it agreed that if it considers shifting an entry from one category to another, it will consult the appropriate juries as a courtesy.

A Washington Post story about a young heroin addict, which one Pulitzer jury had not recommended for the prize, was switched by the board to another category and declared a 1981 winner. Later, the article was found to have been fabricated by reporter Janet Cooke.

Meeting Nov. 20, the board also affirmed the award of a 1981 Pulitzer to Teresa Carpenter, as a replacement for Cooke. [**presstime,** July 1981, p. 39].

Feb. 1 is the deadline for 1982 entries. ☐

Budget cuts will affect fellowships for journalists

By C. David Rambo
presstime staff writer

Federal budget cuts are putting a pinch on government-funded fellowships and other continuing education programs, including those for working journalists.

But according to one source, national economy moves may have just the opposite effect on private-sector offerings.

While "it's too early to tell what's going to happen," there may be more programs because of tax write-offs afforded private benefactors, says Thomas E. Engleman, executive director of The Newspaper Fund, a non-profit foundation supported by Dow Jones & Co. Inc. to encourage young people to consider newspaper careers.

The government-sponsored program perhaps most threatened is the **National Endowment for the Humanities Fellowships for Journalists**, with programs of study offered at Stanford University and the University of Michigan [**presstime,** Jan. 1981, p. 25]. They tentatively will be dropped on the program's 10th anniversary, academic year 1983-84, says program officer Julian F. MacDonald. Money for 1982-83 was included in the fiscal 1981 budget.

National Endowment fellows, who must have at least five years' experience as working journalists, receive a stipend of $18,000 for nine months plus tuition and book allowances.

Application deadline is March 1. For more information, contact the University of Michigan, 2072 Frieze Building, Ann Arbor, Mich. 48109; or Stanford University, C-14 Cypress Hall, Stanford, Calif. 94305.

The Fulbright program, formally known as the Council for the International Exchange of Scholars, tentatively will incur a 53-percent decrease in program funds next year. "So that might cut out a theoretical half of all our journalism openings," explains program officer Gary Garrison.

The program sends journalists to other countries to study and to lecture.

Openings for the 1983-84 academic year will be announced in April. Contact the council at Suite 300, 11 Dupont Circle NW, Washington, D.C. 20036; (202) 833-4950.

The impact may be less severe for recipients of the **President's Commission on White House Fellowships.** Commission Executive Director James Roberts says next year's budget tentatively will be reduced 12 percent, resulting so far in an elimination of travel subsidiaries for panelists who conduct regional screening interviews of applicants.

The one-year fellowship pays nearly $50,000 to each recipient and involves work with top-level officials in Washington. Application requests must be made from Aug. 1 to Nov. 15 of the year before fellowships are awarded. Contact the commission at P.O. Box 7737, Washington, D.C. 20044.

The government program perhaps most threatened is the National Endowment for the Humanities Fellowships for Journalists. They tentatively will be dropped on the program's 10th anniversary, academic year 1983-84.

Following is a summary of many of the private-sector fellowships:

For minority journalists, there are at least two programs.

- The **ANPA Foundation Minority Fellowship Program** will offer eight fellowships which pay travel, lodging, meals and training fees for eight ANPA-sponsored training seminars this year.

Seminar topics include management development and newsroom management, new technology, marketing, labor negotiations, personnel relations, circulation, and an overview of the newspaper business.

Deadline is Jan. 15. Contact Nancy Osborn of the Foundation at The Newspaper Center, Box 17407, Dulles International Airport, Washington, D.C. 20041; (703) 620-9500.

- The **Editing Program for Minority Journalists**, sponsored by the Institute for Journalism Education, sends 12 minority journalists to Arizona to work as editors on the program's newspaper, Headline, and on the copy desks of the Tucson Citizen and The Arizona Daily Star.

Transportation to Tucson, tuition and housing at the University of Arizona are paid. Candidates not employed by newspapers will receive a $200-per-week stipend.

Deadline is Feb. 22 for the June 6-July 30 program. Contact the Journalism Department, Franklin Building, University of Arizona, Tucson, Ariz. 85721; (602) 626-5777.

Observers expect that one area of growth will be in fellowships to enhance business reporting.

- The **Walter Bagehot Fellowship Program in Economics and Business Journalism** administered by Columbia University's Graduate School of Journalism funds studies by 10 fellows in the business school, law school and other departments. They receive tuition and a stipend of $14,000 for nine months. Applicants need at least four years' experience.

Deadline is early April. Contact the Graduate School of Journalism, Columbia University, New York, N.Y. 10027.

- The **Herbert J. Davenport Fellowships** offered at the University of Missouri School of Journalism and Department of Economics provide a number of journalists with room and board for a four-week summer-school session.

Deadline is March 31. Contact James K. Gentry, director, Business Journalism Program, School of Journalism, University of Missouri, P.O. Box 838, Columbia, Mo. 65205; (314) 882-7862.

- **Hughes Fellowships** sponsored by the American Bankers Association are available to two business and financial writers who receive tuition, travel, living expenses and honoraria to attend Stonier Graduate School of Banking, Rutgers University, New Brunswick, N.J., for two weeks in June.

Deadline is March 31. Contact the association at 1120 Connecticut Ave. NW, Washington, D.C. 20036.

Foreign studies are another popular field for journalism fellowships.

- Columbia University's Graduate School of Journalism offers two mid-career programs abroad.

One, **Journalists in Europe**, is a nine month training program based in Paris for journalists under 35 with at least four years' experience and good knowledge of French. Funds for travel and other expenses are available according to need.

The second, **John J. McCloy Fellowships**, is a travel and study exchange program for American and German journalists sponsored by the American Council on Germany. U.S. fellows receive travel and living expenses for one month in Germany.

Deadline for both is March 1. Contact the International Division, Graduate School of Journalism, Columbia University, New York, N.Y.

- **Gannett Fellowship** programs at the University of Hawaii provide nine and a half months of advanced academic training in Asian studies for American journalists. There is a monthly stipend, and tuition, fees, and transportation costs are paid.

Application deadline for next year has not been set.

Contact the Gannett Fellowship Committee, Center for Asian and Pacific Studies, Moore Hall 315, 1890 East-West Road, University of Hawaii, Honolulu, Hawaii 96822.

- Also in Hawaii, the Communication Institute at East-West Center presents eight to 10 **Jefferson Fellowships** annually for four to six months' study on subjects of contemporary international importance.

Deadline is Sept. 15. Contact the Jefferson Fellow Coordinator, Communication Institute, 1777 East-West Road, Honolulu, Hawaii 96848.

- The **Inter American Press Association Scholarship Fund Inc.** provides scholarships for six to nine months of study in Latin America. Applicants must speak fluent Spanish or Portuguese.

Deadline is Sept. 1. Contact the fund at 2911 Northwest 29th St., Miami, Fla. 33142.

- The **Edward R. Murrow Fellowship** offered by the Council on Foreign Relations usually is presented to one journalist per year. It is designed to help experienced American foreign correspondents increase their competency in reporting on events abroad. The fellow enrolls at a university in the New York area in selected studies.

Deadline is April 1. Contact the Edward R. Murrow Fellowship Advisory Committee, Council on Foreign Relations Inc., 58 E. 68th St., New York, N.Y. 10021.

- **The Rotary Foundation** offers scholarships to young journalists for transportation, living and other costs for educational travel to selected countries. Applicants must be sponsored by a local Rotary Club and district.

Deadline is Nov. 1. Contact the Rotary Foundation, 1600 Ridge Ave., Evanston, Ill. 60201; (312) 328-0100.

Other available fellowships cover a wide range of subjects.

- The **Fund for Investigative Journalism** provides grants to support writers probing abuses of authority or the malfunctioning of institutions and systems.

Contact Howard Bray, executive director, Fund for Investigative Journalism Inc., Room 1021, 1346 Connecticut Ave., NW, Washington, D.C. 20036; (202) 462-1844.

- Science is the topic of **Nate Haseltine Fellowships**, ranging from $500-$1,500, provided by the Council for Advancement of Science Writing. Fellows may attend school full time or part time.

Deadline is June 1. Contact William J. Cromie, 618 N. Elmwood, Oak Park, Ill. 60302.

- Media law is an increasing concern in the newspaper business, and each year the Yale Law School and the Ford Foundation sponsor **Yale Fellowships in Law for Journalists** leading to a master of studies in law degree for working journalists [**presstime,** May 1980, p. 23].

Deadline is Feb. 1. Contact Dean James W. Zirkle, Yale Law School, 127 Wall St., New Haven, Conn. 06520; (203) 436-8890.

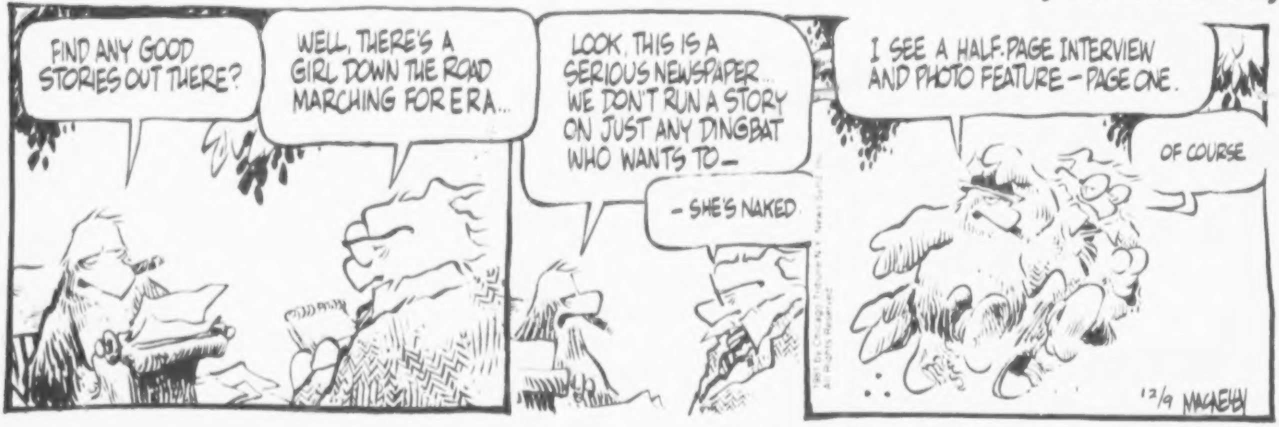
- Ford Foundation also sponsors **Ford Fellowships in Educational Journalism.** This year topics of study will include educational opportunities for women and minorities, and juvenile crime.

Deadline will be announced. Contact the Institute for Educational Leadership, Suite 310, 1001 Connecticut Ave. NW, Washington, D.C.; (202) 822-8405.

- The **Nieman Foundation for Journalism** every year presents fellowships to approximately 12 journalists for nine months' study at Harvard University. The

'Shoe'

By Jeff MacNelly


FIND ANY GOOD STORIES OUT THERE?
WELL, THERE'S A GIRL DOWN THE ROAD MARCHING FOR E R A...
LOOK, THIS IS A SERIOUS NEWSPAPER... WE DON'T RUN A STORY ON JUST ANY DINGBAT WHO WANTS TO—
— SHE'S NAKED
I SEE A HALF-PAGE INTERVIEW AND PHOTO FEATURE — PAGE ONE.
OF COURSE
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12/9 MACNELLY

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Pam Johnson (center), now publisher of The Ithaca (N.Y.) Journal, and John A. Robinson (right foreground), assistant business editor of The Boston Globe, were ANPA Foundation minority fellows at the ANPA/INPA Newspaper Executives Marketing Seminar last March.

program is designed for journalists who want a chance to "learn those things they now realize they need to know for their work."

Deadline is Feb. 1. Contact the foundation at Walter Lippmann House, 1 Francis Ave., Cambridge, Mass. 02138; (617) 495-2237.

- **Carnegie-Mellon Fellowships for Experienced Journalists** are for journalists with at least 10 years' experience. Awards cover living expenses and tuition to attend classes in special programs.

Deadline is Jan. 30. Contact Dr. Doris L. Salis, Carnegie-Mellon University, CMU Box 10, Pittsburgh, Pa. 15213; (412) 578-3592.

- **Congressional Fellowship Awards to Journalists** are sponsored by the American Political Science Association. They provide a $14,000 stipend for experience working as an aide to members of the House and Senate, or on the staff of a congressional committee.

Deadline is Dec. 1 for the program beginning the following November. Contact the Congressional Fellowship Program, American Political Science Association, 1527 New Hampshire Ave. NW, Washington, D.C. 20036.

- **Kiplinger Public Affairs Reporting Fellowships** are offered through Ohio State University's School of Journalism. Programs lead to a master of arts in journalism.

Deadline is May 1 for the academic year beginning in September. Contact The Kiplinger Program, School of Journalism, Ohio State University, 242 W. 18th Ave., Columbus, Ohio 43210; (614) 422-7438.

- **Alicia Patterson Foundation Fellowships** are presented to working journalists to pursue independent projects for one year and to write articles based on the investigations for APF Reporter, a bimonthly magazine published by the foundation.

Deadline is Oct. 1. Contact the foundation at 122 E. 42nd St., New York, N.Y. 10168; (212) 697-0868.

- The **Eugene C. Pulliam Fellowship for Editorial Writers** is a $10,000 cash award presented annually to a person with at least five years' full-time experience as a daily newspaper editorial writer. The grant, funded by the Sigma Delta Chi Foundation and Mrs. Eugene C. Pulliam, covers expenses for study and travel.

Deadline is July 1. Contact the Pulliam Fellowship, SPJ,SDX, 840 N. Lake Shore Drive, Suite 801 West, Chicago, Ill. 60611; (312) 649-0060. □

Tribune Co. says New York Daily News is for sale

The New York Daily News is for sale, its owner, Tribune Co. of Chicago, said Dec. 18.

The 1,483,333-circulation morning tabloid was expected to show a loss of about $11 million in 1981 [**presstime**, Sept. 1981, p. 43].

Charles Holcomb, vice president of a New York public relations firm retained by the News to handle information about the situation, said there have been "several inquiries" from prospective buyers. But he said he could not confirm a report by The New York Times that one such inquiry was from New York-based Warner Communications Inc. □

Small newspaper's telephone drive nets 1,000 subscribers

The Observer-News-Enterprise of Newton, N.C., plans to repeat this month a telephone subscription drive that reversed a circulation decline and added more than 1,000 new subscribers—for a total of about 4,000—in 1981.

Beginning last January, the newspaper hired and trained four high school students who telephoned local residents between 5:30 and 7:30 each evening. Non-subscribers were told about the newspaper's expanded emphasis on local news and special sections; they also were offered a free, one-month subscription. Subscribers were asked for comments and suggestions.

About 3,000 residents initially agreed to receive the free subscription. Of those, more than a thousand then signed up for three-month-or-longer paid subscriptions.

General Manager John Cash said he carefully coordinated the presentations of the telphone crew, as well as those of carriers serving areas covered by the subscription drive. "The entire newspaper staff was involved," said a "tickled to death" Cash.

The newspaper has prepared an information packet about the program for use by other papers. □

Building subscriber file described in new manual

A new step-by-step manual on building a computerized subscriber/nonsubscriber file has been published.

The manual was prepared by the Newspaper Readership Project's Committee on Equipment and Systems Development, headed by Kenneth R. Todd, circulation manager of The Indianapolis Star and The Indianapolis News.

The 12-page booklet includes advice on what to expect from a such a file, seven steps toward creating one and a list of computer software suppliers.

Copies may be ordered for $1 each from the Creative Department, Newspaper Advertising Bureau, 485 Lexington Ave., New York, N.Y. 10164; (212) 557-1891. □

Panel studies new direction for research

Members (from left) G. Cleveland Wilhoit of Indiana University, Robert E. Schweitz of Army Times Publishing Co. and John B. Mauro of Media General Inc. discuss news research goals.

ANPA's News Research Committee is considering several suggested alternatives to the Association's current news research operations.

At its Dec. 4 meeting in Washington, D.C., the Committee discussed whether ANPA should continue to commission original news research or turn its efforts to digesting, interpreting and disseminating existing and ongoing research.

The Committee noted that reports summarizing or synthesizing previous research findings are among the most-requested of all of the 33 News Research Reports that the Association has published to date.

Committee Chairman Don E. Carter, vice president of Knight-Ridder Newspapers Inc., will poll Committee members to determine the group's opinion on changing the current research effort.

At its recent meeting, the Committee also heard the first results from the "mining company" project, an effort to obtain, synthesize and share results of proprietary research studies done by individual newspapers [**presstime,** Dec. 1980, p. 30].

The studies are being assembled by the ANPA News Research Center at the S.I. Newhouse School of Public Communications, Syracuse University. The project is funded by the Newspaper Readership Project.

More than 300 reports on a variety of news research subjects have been gathered and indexed.

Some of the reports have been abstracted and entered into a computer from which results can be retrieved upon request. Anything that would identify the newspaper that performed the study is deleted from the findings, if requested.

The first reports synthesizing a number of studies will be released this year. They will cover comparisons of morning and afternoon newspapers, subscribers and nonsubscribers, and regular and occasional readers. ☐

Letter writers found in line with public on issue of ERA

A recent study of letters to the editor in 92 U.S. daily newspapers found that "letter opinion" closely followed opinion of the public-at-large on the subject of the Equal Rights Amendment.

David B. Hill, assistant professor of political science at Texas A&M University, thus contradicted previous research concluding that letter writers and their opinions were atypical of the populace.

He based his findings on a comparison between the content of letters to the editor and public-opinion poll results from the Louis Harris organization. Harris showed 51-56 percent support of ERA, while about 49 percent of the letters indicated support.

Hill also reported that his data "do not conclusively support the long-standing hypothesis" that letter opinion is biased because of editorial policies governing the selection of letters for publication.

The research project, "Letter Opinion on ERA: A Test of the Newspaper Bias Hypothesis," was published in the fall 1981 issue of Public Opinion Quarterly. ☐

Study compares blacks' reactions to papers

A survey of adult readers of black newspapers found that 61 percent are women and 42 percent are between the ages of 18 and 34. Their median age is 39.48 years, half own their own homes, more than a third have a college education, a quarter have household earnings greater than $25,000, and a third hold white-collar positions.

The study, whose results were released in late November, was commissioned by Amalgamated Publishers Inc., national advertising representatives for a number of black-oriented newspapers [**presstime,** Sept. 1981, p. 40]. It was conducted by Scarborough Research Corp. during the fall of 1980 in 16 of the top 50 markets where Amalgamated-represented newspapers are published.

Seventy-one percent of the respondents who read those newspapers regarded them as "necessary and important"; 80 percent believed they are "written in their kind of language"; 72 percent viewed them as "honest and truthful"; 70 percent felt they "show an understanding" of their kind of life; and 82 percent said they "deal with subjects of special interest" to them.

When the same questions were asked of the same people about general-circulation dailies, the percentages dropped: on the question of "necessary and important," to 61 percent; "written in their kind of language," 61 percent; "honest and truthful," 36 percent; "show an understanding" of their kind of life, 31 percent; and "deal with subjects of interest" to them, 59 percent. ☐

Robert W. Chandler

Giving a small town big-town journalism

By C. David Rambo
presstime staff writer

Like most teenagers, 16-year-old Robert W. Chandler didn't know what he wanted to do with his life.

His father, a rancher with a master's degree in history, suggested that he "pick out a half a dozen businesses and professions in the town, and go talk to people who have been successful in those things. And see whether or not you think their description of their work sounds interesting to you."

Chandler visited a number of working people in his hometown of Marysville, Calif., including a lawyer, an accountant, a minister, a doctor, a hardware merchant and Horace Thomas, then editor of the Appeal-Democrat. "He made his work sound more interesting than all of the other people," Chandler recalls. "He said, 'I have a good time. I have a lot of fun with this job.'"

Thomas suggested that Chandler string for the daily newspaper. "I did it, and I enjoyed it, and I liked to see my words appear in print," he says. "I still enjoy it. I look at it and I think, well, now, I wrote that . . . and it's not bad, you know."

Chandler's affinity for the newsroom continues to be his trademark. True, he is recognized as a successful businessman—he bought The Bulletin (afternoon, circulation 19,055) in Bend, Ore., in 1953 with just $6,000 down—and since then has acquired two other small dailies and four weeklies under the group umbrella of Western Communications Inc. But 20 years ago, he relinquished duties of "publisher" to concentrate on the editorial product. "I'm basically the editorial writer, and I deal with the bank, and I deal with the lawyers," he says.

Chandler's concern for the editorial side spills over to professional activities. He is a board member of the American Press Institute, was national president of Sigma Delta Chi in 1970-71, is a former board member of the American Society of Newspaper Editors, and participates in The Newspaper Fund's editor-in-residence program on college campuses. In that role Chandler has become known as a "statesman for the newspaper business," says Fund Executive Director Thomas E. Engleman.

Chandler's dedication to fulfilling his local obligations is well-known among his peers. Denver Post Editor William F. Hornby notes that at out-of-town meetings, it is not unusual at all to see the 60-year-old Oregon newspaperman "take a few minutes with his portable typewriter, write (an editorial) for his paper and mail it in."

Hornby calls him "probably the best hometown editor-and-publisher in a combination sense in the country." Adweek magazine in an April 1981 survey called The Bulletin one of the country's "best little papers."

But Chandler says that if he goes down in newspaper history for doing something "unique," he'd like it to be for his "Beg Your Pardon," a standing column for corrections that is bylined by staffers responsible for errors. "We say, 'Reporter Joe Blow regrets the error.'" "I have a longstanding offer of a $100 bonus and a major beer bust to our entire news staff if they ever go 25 consecutive days without a Beg Your Pardon. We haven't."

Included on his staff are a lot of his kin. The oldest of his and wife Nancy's six children, Janet Chandler, is managing editor-news; son-in-law Gregory F. Cushman is publisher and president of Western Communications; son-in-law Dave Jordan is managing editor-features. His youngest child and only son, Robert W. Chandler Jr., a sophomore at the University of Oregon, has worked in production and advertising and will be in news this summer.

The elder Chandler attended Stanford University as a member of the class of 1942, but did not receive his degree until completing course work on a part-time basis in 1953, about six weeks before buying the Bend paper. He was kicked out of college after pulling a prank against a dean of men who "didn't understand young men," Chandler says with a grin. The journalism major disliked the dean and disagreed with him on most things except that "neither one liked the other. We saw eye to eye on that." One night the student expressed his contempt with a vulgarism written with shoe polish on a sheet hung from a scaffolding. Unbeknownst to Chandler, the dean had somehow marked the students' sheets and thus was able to identify the perpetrator.

After his hasty departure from academe, Chandler went to work for the San Francisco Chronicle, starting as copy boy but working his way up over the next six months to such tasks as writing sports play-by-play accounts. He was on the Chronicle's wire desk when the Japanese attacked Pearl Harbor. The next day he joined United Press as a reporter, but soon thereafter Uncle Sam came a-calling, and Chandler spent the next three years with the U.S. Army Counter-intelligence Corps.

After military service, he went to The Denver Post, where he worked in advertising, promotion and administration as well as the newsroom. Chandler's business-side dealings since then have included a nearly two-year-long stint as general manager of the old Los Angeles Mirror, and currently the position of tie-breaking board member of the Hawaii Newspaper Agency, which oversees the joint operating agreement between The Honolulu Star-Bulletin and The Honolulu Advertiser.

Active in civic affairs and sometimes called the "big daddy of Bend," Chandler also is known as a good fly fisherman and camper in the wilds of the Pacific Northwest. One fishing companion, Edward W. Estlow, chairman of the E.W. Scripps Co., says Chandler is a successful angler because he chews tobacco. "He contaminates the water and stuns the fish!" Estlow says.

Chandler pilots a company plane to travel from remote Bend, located in arid central Oregon across the Cascade Mountains from Portland. He says he enjoys reading and photography, and used to ride horseback frequently until he got "old and fat." ☐

Newspaper economics keyed to inflation rate

By Jon G. Udell

1982 will be a challenging year for newspapers—and for the entire economy.

As the year begins, the United States is again in a recession. Housing starts are severely depressed, U.S. automobile sales have receded to the lowest level in two decades, unemployment is over 8 percent, and confidence in the economy has declined precipitously.

Jon G. Udell

Contrary to rising popular opinion, the state of economic affairs is not primarily the result of current policies in Washington. It is the inevitable result of sustained inflation. Many years of rapidly increasing government expenditures, deficits and monetary supplies have helped to cause the longest and most severe inflationary spiral in our nation's history. As a result the *real*, after-tax, take-home pay of most Americans is no longer advancing—and for many, it has shrunk.

With decreased real disposable income, plus rising unemployment and high interest rates, most consumers are either unable or unwilling to increase their real spending. In addition, recent tax legislation has increased the attraction of saving (e.g., tax-free interest on All-Savers Certificates and Individual Retirement Accounts). Although increased saving enhances future economic prospects, the short-run impact is decreased consumer spending.

President Reagan's economic strategy was designed to propel the economy upward, even though government pursues an anti-inflation program. However, most of the tax reduction which was to accomplish this feat will not take effect until mid-year and later. The 5-percent income tax reduction of last Oct. 1 did little to help the consumer. In fact, with inflation-induced tax increases and higher Social Security levies as of the first of this month, the net effect is little or no tax reduction for most American families.

In any event, consumer spending, which constitutes almost two-thirds of our economy, is currently very soft and there is little likelihood of any major recovery before mid-year. In this environment, ***circulation*** price increases will be difficult to obtain, and some readers will consider dropping their subscriptions, especially if they have joined the ranks of the unemployed.

Without an advance of consumer spending, the outlook for business investment also is not promising. United States industry is using less than 80 percent of its capacity. With excess capacity, declining sales and profit, and high interest rates, many companies cannot invest in new plant and equipment.

Business investment in inventories also is weak, with many companies disinvesting in order to bring their inventory-to-sales ratio down to a more reasonable level.

The foreign trade sector also holds forth little promise for 1982. The rise in the international value of the U.S. dollar has made foreign imports less expensive, but it has increased the price of our goods to other nations. In addition, much of the rest of the world is in a recession, too. The shortfall of grain production in the Soviet Union likely will increase our farm exports this year, but the overall outlook for increased exports is not promising.

There is little likelihood of any real rise of spending in the public sector. Although government expenditures continue to rise, *real* government spending has not grown during the last 18 months. With the President's program to reduce the growth of federal spending, less federal aid for state and local governments, and taxpayer resistance to higher local levies, real government spending is not likely to expand during 1982.

With the emphasis on controlling the growth in government spending, the rate of inflation has fallen. But interest rates have retreated reluctantly because the demand for money has remained high and because of fears of greater future inflation.

The greatest decline of inflation has been at the producer level, especially among raw materials. Therefore, the outlook for a lesser rise in consumer prices is very good. Lower inflation would enhance the real purchasing power of the consumer, and it would help to bring interest rates down.

Working in the opposite direction, so far as interest rates are concerned, is the rising federal deficit and huge borrowing by the federal government. Although there will be increases during 1982 as the federal government borrows huge sums of money, I believe that interest rates will retreat during most of the year ahead.

In general, no sector of the economy holds forth great promise for 1982, especially during the first half of the year. However, in terms of ***advertising***, retailers are likely to continue to promote sale merchandise until their inventory-to-sales ratio is brought down. And financial institutions are likely to be heavy advertisers as they compete for funds and promote All-Savers Certificates and IRAs.

Although economic conditions could remain weak through the year, it is likely a turnaround is in store by mid-year. The continued lessening of inflation should contribute to real purchasing power, as will the 10-percent income tax reduction scheduled for the summer. A rise of consumer spending would stimulate the economy—and newspaper advertising linage, as well.

The Real Gross National Product of 1982 is likely to be little changed from that of last year. However, the economy by year-end should be considerably stronger than at the close of last year.

To summarize, although 1982 will be a challenging year for newspapers and the economy, national resolve in addressing the problem of inflation is essential. Bringing down inflation will cause temporary hardships, but they are far less painful than the disastrous effects of accelerating inflation, which caused the deep recession in the mid-'70s and the adverse economic conditions of both 1980 and 1982. If inflation is not brought under control, the ultimate consequences will be far more severe, such as the bankruptcy of most pension plans and of many financial institutions. ☐

Dr. Udell is ANPA economics consultant and Irwin Maier professor of business at the University of Wisconsin.

SAUs are (1) adjusting or (2) confusing

By Margaret Genovese
presstime staff writer

Unveiled a year ago, implemented four months ago, the voluntary Standard Advertising Unit system currently is going through what those involved in its design and use call variously a "period of adjustment" or a "period of confusion."

"As with any change affecting a medium as drastically as this does, there is a period of adjustment," observes Greg W. Blaine, senior vice president/media director for Foote, Cone & Belding Advertising Inc. "I think we are going through it and going through it well."

The SAU system was designed to make buying newspaper space simpler for people like Blaine who place national advertising in a large number of newspapers of varying formats. The system consists of 25 basic advertising sizes for broadsheet newspapers, 16 of which also fit tabloid papers, plus five "alternate" one-column ads for six-column-advertising-format newspapers.

Although some major advertisers, such as Procter & Gamble Co., say it is "too early to comment on specific problem areas," some of those working with the system have not been so reluctant [**presstime,** Sept. 1981, p. 27].

The major concern advertisers and their agencies appear to have with the system involves "float"—white space around the ads which occurs because all SAU units are not perfect fits for all formats.

"If it (the SAU ad) encroaches on an additional column by a 16th of an inch or more, some of the papers are charging for a whole extra column," complains David J. Arnold, vice president/associate media director for the advertising agency Leo Burnett USA. Such newspapers—in particular those with nine-column-advertising formats—need to take another look at their pricing policies because, he predicts, "advertisers are going to balk at paying for so much excess."

At his agency, Arnold says, "we have not seen our space-buying costs go up dramatically." In addition, he has been able to realize "significant savings in production costs." The net result has been a savings for his clients using SAUs, Arnold says.

sau
STANDARD AD UNIT

Walter E. Mattson, chairman of the Working Committee that designed the system, acknowledges that "some problems remain to be solved."

"Some space buyers believe that SAUs have increased the cost of placing advertising in some newspapers," says Mattson, president of The New York Times Co. "The Working Committee feels this belief is due in part to a misunderstanding by those doing the cost analyses, and in part to the fact that some newspapers have not as yet adopted the mechanical changes that would create better fits for SAUs."

Problems with the system were aired recently at an informal work session of members of the American Association of Advertising Agencies and the Working Committee.

The focus of the discussion was advertising agencies' analyses of the cost of placing similar ads before and after implementation of the SAU system.

The charges for SAUs by newspapers with six- and eight-column advertising formats were exactly as the agencies expected, Mattson says. However, the analyses also found many newspapers with nine-column-advertising formats were charging more for some SAU ads than the agencies would have had to pay under the old system after the ads were reduced in size to fit nine columns.

Basic-size SAU overlay available from USSPI

To help advertisers and newspapers use the new Standard Advertising Unit system, U.S. Suburban Press Inc. has developed a clear plastic overlay on which the outlines of the basic 25 SAU sizes have been printed. The overlays are available free on a "one-to-a-customer" basis from Jack von Maur, marketing director, USSPI, 945 North Plum Grove Road, Box 4020, Schaumburg, Ill. 60195; (312) 882-8262.

Frank J. Stanczak of the ANPA Research Institute, a member of the Working Committee, was asked to examine the agencies' cost analyses and to respond. He found that:

- There was no case cited in the analyses where a newspaper charged an advertiser for an additional column unless the space was devoted to the advertisement. In other words, no editorial copy or other material was put into space purchased by an advertiser.
- In virtually every case, newspapers were charging for the measured depth of the SAU unit. However, in the case of full-column SAU units, advertisers were charged for the entire depth of the page even though that might exceed the measured depth of the SAU ad. The difference between the measured depth of the SAU unit and the depth of the page varied with the cut-off of the press used.
- Most newspapers with six- and eight-column advertising formats were making up their pages to a width of 13-13¼ inches and printing the same size, as the Working Committee recommended. Therefore, the SAUs fit well.
- SAUs often fit poorly in newspapers making up their pages wider than the recommended 13-13¼ inches, a problem that was made worse when the page was reduced prior to printing.
- There were three reasons SAU units did not fit as well in nine-column-advertising-format newspapers:

1. Some continue to print on web widths of 58 inches or more when the recommended web width for the SAU system is 55 to 56 inches.

2. Some continue to make up their pages wider than their printed page and shrink the page prior to printing. It has been recommended that newspapers using the SAU system keep shrinkage to a minimum.

3. Some are accepting SAU units 11, 12, 13 and 14 as 4½-column ads while others are accepting them as five-column ads and floating them. A similar situation exists with SAU units 4, 5 and 6, which some nine-column papers are accepting as 7½-column ads while others are accepting them as eight-column ads and floating them.

- The agencies' analyses, in some cases, failed to recognize that many newspapers already have adopted the recommended SAU mechanical specifications and are printing on a narrower page and not shrinking advertising material either prior to make-up or prior to printing. As a result, the advertising material supplied may occupy more columns in the newspapers than previously.

Mattson said although a "temporary period of confusion" exists while newspapers adjust to the recommended mechanical specifications for SAUs, the trend toward those recommended specifications continues. (See story, p. 43.)

He recommended that newspapers:

- Make up pages 13-13¼ inches in width
- Print pages the same width as their make-up size
- Make certain contract-linage-equivalent listings submitted to Standard Rate & Data Services Inc. are accurate

He also recommended that nine-column-format newspapers consider accepting 4½-column- and 7½-column-width SAU ads. □

Bureau to change analysis method

The Newspaper Advertising Bureau is developing a new method of computing advertising expenditures in newspapers.

It will rely more on data received directly from newspapers, advertising representatives and state press associations, and less on reports by Media Records Inc., which for 10 years has provided linage and revenue figures from newspapers in 63 cities.

The new method of analysis also will allow NAB to track newspaper advertising in measurements not possible before, according to Leo Bogart, NAB executive vice president and general manager. For example, the bureau will be able to report on the proportion of advertising run at the open-line rate and the proportion run under discounts.

Some advertising statistics computed under the bureau's new method may be available for release at the International Newspaper Advertising and Marketing Executives Sales Conference in Washington, D.C., Jan. 31-Feb. 2.

Bogart said that over the last few years, measuring newspaper advertising expenditures has become increasingly more complicated. Newspapers have been offering a growing number of discounts and part-run rates, which renders the traditional open-line-rate calculations by Media Records less accurate. Newspaper formats changed, too, making direct linage comparisons difficult. As a result, expenditures as reported by NAB have tended to be higher than actual spending.

"We knew our reports were drifting away from reality," said James Dunaway, NAB vice president and director of information.

While it will take a new approach to gathering data, the bureau will continue to include the same factors in its reports on advertising expenditures in newspapers, Dunaway said. These factors include production expenses, agency fees and the cost of preparing and printing inserts.

"Other media report production costs as expenditures," he said. "That's what the agencies and advertisers want to know—how much are they spending to advertise in newspapers."

Dunaway said expenditure reports are the only way to determine consistently and accurately newspapers' share of advertising in relation to other media.

NAB may recalculate its expenditure reports for 1981 on the basis of new information. "All those figures were listed as preliminary," Dunaway noted.

Meanwhile, the most recent NAB figures show that all categories of U.S. daily newspaper advertising gained in expenditures in October from the year before. National increased 19.1 percent to $276 million. Retail and classified both were up 8.5 percent, to $929.1 million and $430.9 million, respectively. Overall for October, expenditures were $1.636 billion, a 10.1-percent increase over 1980. □

Comment analysis underway at FTC in LA Times ad case

With 87 public filings all reportedly urging dismissal of its tentative consent agreement with The Times Mirror Co., the Federal Trade Commission now must decide the fate of its controversial complaint over volume discounts for retail advertisers.

The commission's Los Angeles office has until Jan. 12 to analyze those filings and make a recommendation based on them, according to internal commission guidelines for handling such cases.

That deadline could be extended, but FTC staff members do not expect a lengthy extension will be required.

When the analysis and recommendation are completed, the case shifts to FTC headquarters in Washington for review by the FTC's Bureau of Competition. It will then go to the commission for disposition.

The tentative agreement now being renounced by Times Mirror sets up a system to be used by the Los Angeles Times in calculating volume discounts for retail advertisers. The FTC has charged that the Times' present discount structure discriminates against smaller volume advertisers [**presstime**, Dec. 1981, p. 31].

The public-comment period on the proposed settlement was to have expired Nov. 30, but an extension until Dec. 13 was granted at the request of the American Retail Federation so that it could file comments supporting the Times.

Times Vice President and General Counsel Robert C. Lobdell, who has been monitoring the comments closely, said in late December it was his understanding that all have been in favor of the Times' position. "Needless to say, we are very pleased with the support we have received," he said.

According to Lobdell, the Times will file a supplemental brief with the FTC, summing up the newspaper's legal and economic arguments in support of dismissal and including a digest of the public comments.

Although the majority of the comments to the FTC came from newspapers and newspaper organizations, representatives of other media, business associations and individual businesses also commented. □

An ad campaign of newspapers, by newspapers, for newspapers

By Jack Kauffman

For the first time in two decades, the newspaper business has an advertising campaign of its own, with full-page ads running in Advertising Age, Marketing and Media Decisions, and more than 240 newspapers.

Jack Kauffman

Without question, it is one of the most important steps the newspaper business has taken in the 15 years I have been president of the bureau.

Why is it so important? Why do we need an advertising campaign for newspapers?

Here are four major reasons:

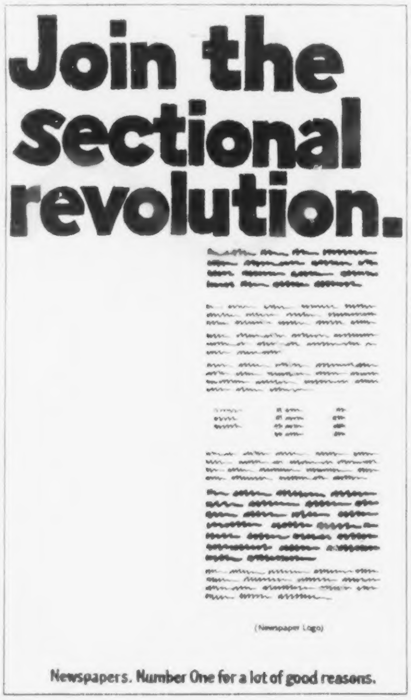
1. We must increase "top of mind" awareness among key corporate and agency decision-makers for both national and retail advertising. It is no secret that despite all the advantages our medium offers, and despite recent marketing developments that increase our cost effectiveness, newspapers are seldom thought of by major national advertisers for continuity campaigns. When they *are* thought of, it is usually for new product announcements or promotional events—not for continuity campaigns.

2. We need to report on new technological and marketing developments—positioning newspapers as modern, competitive, effective and creative. NEWSPLAN discounts, for example, are making newspaper advertising more affordable. The new Standard Ad Units make newspapers easier to use while reducing an advertiser's production costs. We are committed to technological change from computerized typesetting to satellite transmission. The advertising community must be made aware of these and other far-reaching developments.

3. We have to reach thousands of advertising decision-makers with this story—all of whom cannot be reached repeatedly through personal sales calls by the bureau and by individual newspapers. There are, literally, thousands of people involved in making media decisions, from agency presidents to media clerks—and the turnover is enormous. The person you made a sales call on last week is often gone next week.

4. We need to restate the basic advantages of newspapers to a whole new generation of advertising professionals who grew up on television and who think "advertising" and "television" are interchangeable terms. You and I know the newspaper story by heart, but we should not underestimate the lack of understanding and the misinformation of a generation of people who influence ad budgets in the millions.

The campaign developed to meet these needs has been a cooperative effort by the entire newspaper business in every respect. It was born at a meeting of the International Newspaper Advertising and Marketing Executives' Executive Committee. The bureau's Creative Department, working closely with INAME, developed the strategy, the theme "Newspapers, Number One for a lot of good reasons," and the actual ads. Individual newspapers and groups have contributed space from their own ad campaigns in the trade press or money with which to buy space. Some have extended the campaign's reach by running one or more of the ads in their own pages.


Join the sectional revolution.
(Newspaper Logo)
Newspapers. Number One for a lot of good reasons.

The first group of four ads, created last year [**presstime,** Oct. 1981, p. 36], will be followed by six new ads early this year, one of which is shown below in sketch form. The ads have great visual impact, with striking layouts, bold red headlines and short copy.

So far, we have generated enough contributions of space and money for 30 full pages in Advertising Age (one every two weeks) and 11 full pages in Marketing and Media Decisions, a monthly.

In addition, 238 newspapers have requested camera-ready slicks for their own use.

This is an impressive beginning, but it's only a beginning. It will take much more than a single year of advertising to accomplish our goals.

When we are selling newspaper space to advertisers, we invariably stress the importance of continuity to advertising success. Continuity is equally important to our own advertising effort.

Your newspaper can help in achieving the continuity we need by including a contribution to the campaign in your 1982 plans. You can donate one or more pages from your own trade-advertising efforts. You can make a cash contribution which can be used to pay for space. Or you can run the ads in your own pages. If you are interested, please call or write me today. ☐

Ad standards book available

Do's and Don'ts in Advertising Copy is available from the Council of Better Business Bureaus, 1515 Wilson Blvd., Arlington, Va. 22209. The 700-page, loose-leaf compilation of rules and government standards, updated monthly, costs $175. Annual renewals are $85. ☐

Kauffman, president of the Newspaper Advertising Bureau, is a regular contributor to **presstime.**

NABSCAN sold to consortium of researchers

A consortium of research companies and investors has purchased the Newspaper Advertising Bureau's National Advertised Brands Scanning Reports for an undisclosed price.

NABSCAN, which gathers and reports grocery product movement data from supermarket checkout scanners, was created by NAB in 1974 to monitor the effect of newspaper advertising in moving merchandise.

By Dec. 2, when NABSCAN's sale was consummated, the bureau had contracts with more than 450 supermarkets in 30 states representing 28 of the leading grocery chains and in 17 of the 20 standard metropolitan statistical areas. These contracts allowed NAB to gather sales information on individual products.

NABSCAN reports based on that data include information on individual stores; national projections; and volume, prices, dollar sales and market share for 650 product categories. These reports are sold to national advertisers and analysis of the data also is used in sales presentations to agencies and advertisers. In addition, about six newspapers have begun to use NABSCAN data in monitoring the effect of food advertising in local markets.

NAB President Jack Kauffman said the decision to sell was reached somewhat reluctantly. He added that "scanner data is probably going to be the long-range future of the market research business. . . . NABSCAN, in fact, might eventually become bigger than the bureau."

Kauffman said the bureau remains committed "to the continuing use of NABSCAN data. We know how accurate it is, we know how timely it is, and we have seen again and again how scanner data can pinpoint consumer response to even minor changes in promotional strategy and execution." NABSCAN data will be used for research analysis and sales presentations.

Richard Neale, who directed NABSCAN, will remain with the bureau as vice president and director of food store advertising sales. ☐

Hear ANPA Foundation presentation

South African newspapers show interest in starting NIE programs

Although the country's television system is only six years old and has but one channel that doesn't go on the air until 5:30 p.m. on weekdays, South African newspapers are concerned about the impact of television viewing on the reading habits of the nation's children.

Linda B. Skover

So concerned are they about television and other factors that they invited ANPA Foundation's Linda B. Skover to travel at their expense to South Africa to tell them how to develop Newspaper in Education programs.

The official host for the Nov. 1-12 visit was the National Press Union, the association of South African newspapers.

"The trip for me was a learning experience," says Skover, who has traveled throughout the United States and Canada on behalf of NIE. "With all our (North American-South African) differences in philosophies, basically we are all facing some of the same problems in the educational and newspaper businesses."

Armed with a slide show and NIE pamphlets, the Foundation's manager of educational services addressed a variety of audiences, from 80 newspaper executives in Johannesburg, to 30 educational planners in Pretoria, to a large group of teachers in Cape Town. She also spoke in Bloemfontein and Durban.

There is only one NIE program currently in operation in South Africa—at the Johannesburg Star—so most of those who heard Skover were learning of NIE for the first time. Just as she does in North America, Skover demonstrated the NIE concept by asking listeners to assume the role of school children being taught with newspapers in the classroom.

This method captured the attention of The Cape Times of Cape Town, which sent a reporter to cover her presentation. The newspaper reported: "The fifth floor of the Heerengracht Hotel was the scene of a strange spectacle yesterday—Cape Town's top newspaper executives down on their knees, feverishly ripping up copies of an afternoon newspaper. A passer-by might excusably have concluded that something had been slipped into the drinks. In fact newspaper bosses were taking a lesson on how to look at (newspapers) through the eyes of children."

South Africa operates separate schools for the four races that make up the country's population—black, white, colored and Asian. But the questions Skover got about the NIE program were similar to those she receives during her North American travels: What is the best way to promote the program? How do you approach the schools? How can specific subject areas, such as math, be taught through NIE?

And when Skover arrived back at her desk at The Newspaper Center in Reston, Va., waiting for her were five letters from South African newspapers seeking additional help in starting NIE programs. ☐

Award plaques again available to members

Scholastic Journalist Award plaques are being made available again this year through ANPA Foundation. The plaques are for use by ANPA-member newspapers to recognize the most valuable staffer on high school papers in their communities.

Participating newspapers sponsor their own award program and determine the method of selecting recipients. Last year, about 80 newspapers were sponsors.

The plaques—etched satin brass plates on solid walnut panels—are available for $30 each. Newspapers are urged to place orders as soon as possible to ensure delivery by the end of the school year. Contact Ruth Finn, ANPA Foundation, The Newspaper Center, Reston, Va. ☐

ITU members OK Guild merger plan

By Clark Newsom
presstime labor writer

Tallying referendum returns are ITU canvassing board members (from left) Bill R. Rainwater, assistant secretary-treasurer; Richard L. Wulfkuhle, staff member representing President Bingel; and Wayne Hambleton, president of Colorado Springs Typographical Union No. 82.

Members of the International Typographical Union have overwhelmingly approved a referendum proposal for merger with The Newspaper Guild.

The Nov. 18 vote on the proposition, adopted at last year's ITU convention [**presstime**, Oct. 1981, p. 38], was 32,256 for and 16,690 against.

The proposal is contingent upon the Guild's membership approving an identical proposition in its own referendum.

Guild President Charles A. Perlik Jr. told **presstime** he would have no reaction until he is "formally notified" by the ITU of the affirmative vote. Following notification, he said, a report will be given to the Guild's International Executive Board at its regular meeting late this month.

A spokesman at ITU headquarters in Colorado Springs, Colo., said that until and unless the Guild approves a similar referendum, "nothing can be accomplished."

The proposition approved by the ITU provides a formula for merger, beginning with three months' negotiations to draw up a constitution and bylaws for the new union. Absent an agreement at the end of three months, a third party referee would render decisions on unresolved issues. A founding convention would follow.

In columns in the October issue of the union's magazine, Typographical Journal, three members of the ITU Executive Council—President Joe Bingel, Second Vice President Robert L. Wartinger and Third Vice President Allan J. Heritage—had recommended ratification. But two others—First Vice President Robert S. McMichen and Secretary-Treasurer Thomas W. Kopeck—had urged members to reject the plan.

"I doubt if the Guild membership would approve (the merger proposition), based on TNG President Perlik's remarks at the convention that 'the Guild feels it is too fat for the ITU now and does not need you,'" McMichen wrote.

Kopeck wrote: "This so-called plan to effectuate merger is a pig in a poke, totally unrealistic and places the ITU leadership in a position of abdicating its responsibility to the members. . . ."

And although Heritage urged ratification, he wrote that he was "not too optimistic" that the Guild "will pick up the gauntlet."

Some labor relations specialists on the management side, including Gannett Co.'s John B. Jaske, also doubt the Guild will keep the momentum going. "I think a merger is as unlikely now as it ever was," said Jaske, the company's vice president/labor relations and assistant general counsel.

In the referendum, the ITU membership also approved six other propositions:

- To pay up to $850,000 from the general fund to reimburse participants in the optional ITU Retirement Trust for amounts they had contributed before the plan was terminated last August.
- To increase the maximum weekly benefit paid striking members from $150 to $250 and the strike fund's floor and ceiling by $2 million each, to $5 and $7 million.
- To hold conventions twice every three years beginning in 1984, not annually.
- To nominate candidates for international office by convention delegates.
- To assess members $1 per year for the convention fund.
- To delete a constitutional requirement that the Typographical Journal be 32 or more pages each month. □

Recent contract settlements

Baltimore News American, Teamsters: Three-year agreement covering "roadmen" (country circulation district managers) retroactive to Nov. 17, 1980.

Baltimore News American and Baltimore Sun, GAIU: Three-year agreement covering photoengravers retroactive to April 20, 1981.

Houston Chronicle and Houston Post, GAIU: Thirty-month agreement covering photoengravers retroactive to July 1, 1981.

Indianapolis Star and News, Guild: Thirty-nine month agreement covering library, building maintenance and Star editorial employees retroactive to July 27, 1981.

Indianapolis Star and News, independent: Three-year agreement covering circulation employees retroactive to Sept. 1, 1981.

(Details in ANPA Labor & Personnel Relations Letter Vol. 2, No. 12, December 1981.)

Judge says weekly must bargain with Guild over initial contract

An NLRB administrative law judge has recommended that the Granite City (Ill.) Journal be ordered to bargain with the St. Louis Newspaper Guild over an initial contract for the free-circulation weekly's advertising, office and editorial employees.

The employees had voted 7-6 against the union in a June 25, 1981, representation election conducted by the NLRB.

But Judge Arline Pacht said that election should be set aside and a bargaining order issued to remedy unfair labor practices she found to have been committed by the Journal through actions of its former publisher, Rod Sanders, who was discharged Aug. 13, 1981.

Pacht said that when Sanders learned that the union had filed a petition for an election, he "embarked on a search and destroy mission aimed at rooting out any union support among the newspaper's staff." She found that the union had "more than majority support" when it filed for an election.

According to Pacht, Sanders "engaged in repeated acts of interrogation, threatened employees with loss of job opportunities and discharge, created the impression of surveillance, pressured employees to spy on one another, and finally, badgered an employee to quit."

She said the Journal was "not absolved of responsibility for Sanders' acts by virtue of his discharge."

"Damage has been done," she said, adding that the company's conduct undermined the union's majority status and negated the possibility that "a free and fair" election could be held.

In addition to the bargaining order, she recommended that the company be ordered to offer a former employee reinstatement to her job in the advertising department.

Daniel J. Donnelly, president and publisher of the Journal, said Pacht's decision will be appealed to the board.

(Granite City Journal Inc. and St. Louis Newspaper Guild, Local 47, JD-575-81)☐

Labor Dept. sues daily about overtime pay

The Concord (N.H.) Monitor is contesting a claim by the U.S. Labor Department's Wage and Hour Division that it owes overtime pay to 54 present and former employees, primarily newsroom personnel.

The case is now in the pretrial discovery period and is expected to be argued in U.S. District Court in Concord next fall.

"We don't think there is any overtime owed," said Publisher George W. Wilson. He said the newspaper paid $31,000 in overtime during the period involved, February 1978 through January 1980, with $15,000 of it going to the individuals named in the suit.

The Wage and Hour Division claims the newspaper owes $45,000 more and is suing for an additional $45,000 in damages.

Wilson said the overtime was paid on the basis of time slips filled in and signed by the employees. He said the division has found no evidence that anyone falsified overtime records.

The division claims the individuals are due amounts ranging from $16.50 to $2,387. "Wage-hour is making the claim, not the individuals," Wilson said. "This is not a claim by employees against the newspaper."

The case evidently arose from a routine field audit by the division. "We have no reason to believe otherwise," Wilson said.

In addition to denying the claim on grounds the overtime was paid, the newspaper contends that most of the individuals involved are professional employees who are exempt under the Fair Labor Standards Act. "Faced with litigation," Wilson said, "we started looking at the relationship we have with reporters. We believe they are professionals."

The newspaper contends there is a conflict between the original FLSA regulations and interpretive rulings issued by the division in 1963. "The field agents are relying on the 1963 interpretations," Wilson said. "We are relying on the regulations."

Another New England newspaper, The Middlesex News of Framingham, Mass., recently agreed to an $83,662 settlement of back overtime pay to newsroom employees [**presstime**, Sept. 1981, p. 35]. ☐

In this section

Arbitration:

Philadelphia Inquirer and Daily News, IPGCU—Discharge for repeatedly leaving press room without permission of foreman sustained, p. 37
Additional arbitration awards, p. 37

Court decision:

U.S. Supreme Court upholds NLRB policy on "confidential" employees, p. 36

NLRB:

Granite City (Ill.) Journal, Guild—Administrative law judge recommends publisher be ordered to bargain, p. 35
Ithaca (N.Y.) Journal, ITU—Board upholds publisher on wage increase policy during bargaining, p. 36
Representation elections, p. 36

Personnel relations:

How to hire staff for electronic publishing ventures, p. 38

Other:

Agreement by five unions on wage rollback averts closure of Michigan daily, p. 36
Contract settlements, p. 34
ITU members approve plan for merger with Guild, p. 34
"Reel tender" job classification agreed to by IPGCU local, p. 36
U.S. Labor Department sues daily over overtime pay, p. 35

Agreement on wage rollback keeps Michigan daily open

Five unions at The Macomb Daily of Mount Clemens, Mich., have agreed to a 7-percent wage rollback and other concessions in renegotiation of their labor agreements.

The newspaper recently was purchased by Global Communications Corp., which is owned by John P. McGoff [**presstime**, Oct. 1981, p. 54].

McGoff had threatened to shut down the paper if the unions did not agree to the concessions, according to Donald Kummer, administrator of The Newspaper Guild of Detroit, Local 22.

Publisher Ronald A. Hedley said The Macomb Daily had been losing money in 1981 because of the recession in the Detroit area.

The other unions involved are Detroit Typographical Union No. 18, Local 372 of the Teamsters, Detroit Mailers' Union No. 40 and Newspaper Printing Pressmen's Union No. 13.

The wage rollback was effective Nov. 22. It averaged $30.52 per employee per week.

The renegotiation also involves cancellation of cost-of-living adjustments due last month, next December and December 1983.

Also canceled was a scheduled wage increase of $18 a week. However, on the date it was to take effect—April 4—employees will receive one-half of the $30.52 rollback. And on April 4, 1983, employees will get back the other half.

In addition, on Oct. 4, 1983, they will receive an $18-per-week increase.

All of the labor agreements were extended from April 3, 1983, to Jan. 3, 1984.

The package accepted by the unions provides for an employee profit-sharing plan to be instituted this year. A "quality of worklife" program, in which management and workers discuss working conditions and product improvements, also will be started. Publisher Hedley said both groups will meet this month to explore how the program will operate.

Hedley said that management and the unions "worked in a spirit of cooperation that we feel will see us through the tough economic times in southeast Michigan."

Joel K. Wilson, president of the mailers' union and also head of the Detroit Council of Newspaper Unions, said that without that cooperation, "a great newspaper would have closed its doors."

About 150 full-time employees are represented by the unions.

The evening newspaper has a circulation of 54,680. ☐

Top court upholds NLRB on 'confidential' employees

Secretaries and other employees who have access to confidential information unrelated to labor policy have the right to join unions, the U.S. Supreme Court has ruled.

The 5-4 decision upheld the National Labor Relations Board's 40-year practice of excluding from collective bargaining only those "confidential employees" who have access to information about labor relations.

The ruling reversed the 7th U.S. Circuit Court of Appeals.

In its Dec. 1 decision, the high court stated: "Clearly the NLRB's longstanding practice of excluding from bargaining units only those confidential employees satisfying the board's labor-nexus test, rooted firmly in the board's understanding of the nature of the collective bargaining process, and Congress' acceptance of that practice, fairly demonstrates that the board's treatment of confidential employees does indeed have 'a reasonable basis in law.'"

(NLRB v. Hendricks County Rural Electric Membership Corp., No. 80-885) ☐

N.Y. daily upheld on wage policy during bargaining

A New York state daily did not violate the Taft-Hartley Act when it discontinued granting merit pay increases to newsroom employees during negotiations with Typographical Union No. 379 for an initial labor agreement, a three-member NLRB panel has ruled.

The decision reversed an administrative law judge who had recommended that The Ithaca Journal be ordered to reimburse employees for lost wages [**presstime**, May 1981, p. 46].

However, the panel did agree with the judge that a managing editor had unlawfully promised two employees they would get raises if the union were decertified as bargaining representative of the newsroom employees. It ordered the Journal to post a notice to employees stating that it will not again promise wage increases in exchange for decertification. The newspaper will not appeal the order.

(The Ithaca Journal-News Inc., 259 NLRB No. 60) ☐

'Reel tender' job category agreed to by IPGCU

The Roanoke (Va.) Times & World-News and Local 210 of the International Printing and Graphic Communications Union have agreed on a job classification that is believed to be the first of its kind.

The agreement recognizes a classification called "reel tender." The job encompasses all work formerly done by journeymen pressmen below the main deck of the press room.

The classification applies only to newly hired employees, who will be paid 50 percent of the journeyman pay rate. ☐

NLRB elections

Springfield (Ill.) State Journal-Register, ITU: Dispatch department employees voted 3-2 against representation by Central Illinois Typographical Union No. 177.

(NLRB Case No. 33-RC-2804)

Stroudsburg (Pa.) Pocono Record, IPGCU, ITU: Composing room employees voted 10-0 against further representation by Typographical Union No. 943 in a decertification election. Pressmen's Union No. 350 also was on the ballot and received two votes.

(NLRB Case No. 4-RD-1004)

Arbiter sustains discharge for absenteeism

The discharge of a pressman at the Philadelphia Inquirer and Daily News for repeatedly leaving the press room without permission was sustained recently by Arbitrator S. Harry Galfand.

The question of whether the grievant had been discharged for "just cause" would have been easily answered, Galfand said, were it not for the "complicating factors" of the grievant's admitted alcoholism and the claim of Newspaper Printing Pressmen's Union No. 16 that he had been treated differently than others.

From the time he was hired in 1978, the pressman had walked off his job for significant periods of time on at least five occasions, Galfand noted. A rule posted in the work area states that employees are not to leave unless released by the foreman and that failure to comply with the rule is ground for discharge.

The employee had been warned once for leaving without permission. When he did so again, he was suspended for three weeks and warned that any further violations would result in discharge. One day in December 1979, he walked out four hours before the end of his shift and was fired.

However, through the intervention of the union and the company's alcohol abuse counselor, the grievant—after entering a facility for treatment of alcoholism—was allowed to return to work in February 1980. At the time of his earlier suspension, he had rejected help offered though the company's assistance program for employees with certain problems, choosing instead treatment by his own physician.

Several conditions were agreed upon at the time of his rehiring: a one-year, "strict" probationary period; regular attendance at meetings of Alcoholics Anonymous; and "complete cooperation" with the employee assistance program.

He also was notified in writing that "at no time will your past medical record or job performance be used to disqualify you from further advancement with (the company) once you have completely recovered."

Nine months after the reversal of his discharge, he left work more than an hour before the end of the shift. In a subsequent discussion with the press-room superintendent, the grievant explained that he had returned to AA, and he added that he planned to seek help through the company's assistance program. The superintendent allowed him to continue work but made it "abundantly clear," the arbiter noted, that any further incident would result in his discharge.

On the morning of May 30, 1981, the grievant again was found missing from his assigned position. He was suspended pending a meeting between management and union representatives. The union could not persuade the company to give him another chance, and on June 9 his employment was terminated retroactive to June 1.

"In establishing its policy on alcoholism and drug abuse," Galfand said, "the company has evidenced an enlightened approach, recognizing that alcoholism is a treatable disease. . . . The essence of the policy is that the company will assist people who are affected by alcoholism to receive treatment which will hopefully enable them to return to the work place and perform satisfactorily [as, it is estimated, 60 to 80 percent of those who receive treatment do]; and that acknowledgment of the need for treatment will not be held against the employee; but that ordinary standards and rules regarding job performance will apply and discipline will be imposed for failure to meet them."

The union's argument that the grievant had not been treated fairly "must be rejected," Galfand said. "The company has evidenced compassion and understanding. It has given the grievant an opportunity to help himself. It has endeavored, through progressive discipline, to make him aware of the seriousness of his conduct and the consequences of its continuation. It has given him as many chances as might reasonably be expected, plus one. The union has striven mightily, but the company cannot be deemed to have discharged the grievant without just cause." ☐

Additional arbitration awards

Atlanta Journal and Constitution, IPGCU: Robert L. Gibson held that the company violated neither the labor agreement nor an established past practice by requiring rolls of newsprint to be stripped of their protective covering in the press room rather than in the paper warehouse.

Atlanta Journal and Constitution, Mailers: Walter F. Eigenbrod upheld the company's right to impose disciplinary suspensions on employees without consulting with the union.

Canton (Ohio) Repository, IPGCU: Patrick J. Fisher set the terms of a new labor agreement from Nov. 15, 1979, to Nov. 15, 1982, and deleted a provision for future contract arbitration.

Detroit News, ITU: Alan Walt found the newspaper was not obligated to provide dental insurance to employees who had elected to enroll in health-maintenance-organization plans.

New York Daily News, IAM: Jesse Simons found that the newspaper did not violate the labor agreement by assigning stereotypers to perform work within the machinists' jurisdiction.

New York Daily News, ITU: Ralph T. Seward ruled that the newspaper was required to pay interest on retroactive cost-of-living wage adjustments for the period between June 30 and Sept. 19, 1980, but not for the period between Dec. 30, 1980, and Jan. 16, 1981.

Philadelphia Inquirer and Daily News, Guild: Joseph M. Stone held that a newly hired photographer was entitled to an extended probationary period.

San Francisco Newspaper Agency, ITU: Robert E. Burns ruled that the newspaper printing company did not violate the labor agreement by refusing to hire a replacement during the absence of an assistant foreman.

(Full texts available from the ANPA Labor and Personnel Relations Department at The Newspaper Center, Reston, Va.)

Personnel relations

How to hire staff for electronic publishing ventures

By Patricia P. Renfroe and
Kathleen Criner

The latest buzzwords in the newspaper business are "electronic publishing." And while most discussions to date have focused on the technological aspects, electronic publishing has another important side—the human side.

Staffing, training and organizational development are just now being recognized as critical components in its development. The human resource questions which will have to be answered by every newspaper involved in it include:

- What size staff is needed now for an electronic publishing venture? For the future?
- What skills and special traits should be used as employee-selection criteria?
- What are sources of potential employees?
- What special training must be provided and where will it originate?
- Will current newspaper employees be displaced as a result of electronic publishing operations?
- What impact will electronic publishing have on current personnel and labor relations management?

Central to all these questions is the issue of whether the skills and experiences of journalists and editors in the print media are relevant to an electronic environment. Currently, the evidence is mixed.

Staffing. Obviously, the size of the electronic publishing staff and the applicable job qualifications will vary with the scope and complexity of the venture. In larger projects such as Knight-Ridder Inc.'s Viewtron, as many as 50 people may be involved in the editorial and sales operations.

Most ANPA members surveyed have established separate staffs and have tended to minimize the number of employees—opting where possible for part-time staff, some with little or no previous newspaper experience.

The largest new-hire employee category can be expected in the editorial department. For example, The Washington Post has two full-time editors working on its CompuServe program and its experiments with public television.

Worcester (Mass.) Telegram and Gazette Inc. has one full-time coordinator and four part-time editorial members in its newspaper/cable TV service.

At Sun Cable News, Yuma, Ariz., The Yuma Daily Sun's cable project manager is supported by three part-time editorial staffers.

Newspapers participating in the CompuServe experiment have an average of two editorial people assigned to the project. Time Inc. hired 50 people just to develop experimental text and graphic pages for its new teletext service.

Of the 30-plus newspapers providing automated text services over cable TV channels, most have an average of 2.5 people—one in news and editorial and one and a half in sales and administration.

Sharon Abbott, coordinator for telecommunications at Worcester Telegram and Gazette, notes, "This organization tries not to lay people off. This fact, plus not being sure how fast things would grow or where we would be in a year, led to a decision to be more flexible. We wanted to be able to switch people around, testing them out in different situations, both in content and schedule. Part-timers provide us that flexibility." However, Abbott stresses that at least one full-time person is needed to provide continuity.

Qualifications. Matching people to the right jobs is one of the most important and difficult tasks in staffing an electronic publishing project. This task is made somewhat more complex because in many in-

Washington Post's Harold J. Logan (seated), manager/electronic publishing research and development, shows writer Frank Gaffney how to enter classified ads into CompuServe data bank.

Renfroe is ANPA manager/personnel relations. Criner is ANPA director/telecommunications affairs.

stances the functions of the jobs to be filled are not—and indeed at this point cannot be—fully defined. However, there appears to be some consensus as to what primary skills are necessary.

First, project managers should have journalistic training with excellent copyediting and rewrite experience. Beth Loker, vice president for planning at The Washington Post, points out that producing news for telecommunications is different from traditional journalism. She describes it as being closer to writing wire service stories than newspaper stories.

Colin McIntyre of the British Broadcasting Corp. has likened the new services to printed radio because a typical electronic publishing service requires creating "pages" containing no more than 40 to 100 words, and a story may not run more than two or three pages.

Currently, most newspaper electronic-publishing projects utilize managers selected from newsrooms.

Donald N. Soldwedel, president of The Yuma Daily Sun, says that "because the proper handling and presentation of the news on the cable system is vital to success, we selected a manager from the editorial side (for Sun Cable News). He also had taught journalism education in high school, which we felt would enhance his ability to develop a staff."

It is clear that all journalism graduates, reporters and editors are not potential electronic-publishing employees. Worcester's Abbott urges thorough pre-testing before selecting new employees, and she has developed a system to determine a candidate's ability and interest in working with 40-word news stories.

"When applicants meet basic requirements, such as a bachelor's degree in journalism or communications, we ask them to reduce three complex news stories to 40 words each," she explains. "We look for individuals who understand the basic elements of a good news story, because in electronic publishing services, most of what you use is basic." Prior to testing any candidates, Abbott asked editors at the Worcester newspapers to perform the same task in order to have guidelines by which to judge and select the best qualified.

Several basic traits or abilities appear to be necessary to survival in this type of job environment.

Exactly how much experience is required and whether a journalism background is needed at all are subjects of considerable debate. Some say print journalists often find it hard to adjust to the constraints of the electronic media.

"Look for people who will be satisfied with a desk job that is demanding and detail-oriented, as well as for the person who has the skill to work with the public via the telephone, which becomes a part of a cable system's small staff's responsibilities," Soldwedel says.

"Select people who are highly-motivated, self-confident, who can make decisions and who can cope with feelings of isolation as they work alone," Abbott says.

"Consider not hiring a writer who has such a love of syntax that he or she will be unable to provide the required terse writing, which may well break all rules of proper grammar," Loker says.

"Determine the candidate's expectations. Young, inexperienced journalists can adapt easily, but if they are expecting to make it big, they may not be willing to perform the rote type of activities taking place in the initial start-up phase of these operations," says Jan Wasilewski, marketing manager of Knight-Ridder's Viewtron.

Exactly how much previous experience is required and whether a journalism background is needed at all are subjects of considerable debate. Some say journalists with extensive print background often find it hard to adjust to the constraints of the new electronic media. However, attitude is clearly an important factor: An interest in new technologies and a sense of excitement and adventure are often cited as critical traits of prospective electronic publishing employees. This attitude also will lead employees to innovate, to suggest new approaches and to develop new concepts—which may ultimately make the difference between success or failure.

The newsroom is one of the major sources of employee talent, but there are others, notes David A. Sjosten, assistant to the vice president of the Worcester Telegram and Gazette. He recommends recruiting from the television and cable industry and radio, and it is a recommendation supported by several other observers.

Advertising. This is an area where a traditional, newspaper-sales background may pose a difficulty. Advertising on an electronic-publishing outlet requires awareness of the demographics of the viewing audience; hence, the need to sell time, not space. Similarly, the sales staff must be willing and able to go out and sell ads to clients who may not be traditional newspaper advertisers. In fact, in one sense, the electronic publishing sales staff is selling a medium it traditionally has sold against—television.

Training the sales person to train the advertiser also will become important. As Abbott describes it, "Our advertisers will not necessarily understand the cable medium, and it will be up to our sales people to educate them as to what can and cannot be used."

When a newspaper's classified advertising staff is used in electronic-publishing ventures, training is vital. "We have to orient these people to write shorter help-wanted ads, covering the vital elements, and help them to understand that creative job titles are not desirable because the videotex key-word search is limited to what may be considered a normal job title," Loker says.

A careful and comprehensive training program was developed by Wasilewski for the Viewtron system. Phase I included an understanding of what electronic publishing is, its history, the different systems and their current status. Phase II involved a one-day, hands-on training session with the home receiver to enable employees to understand the service from a consumer's perspective.

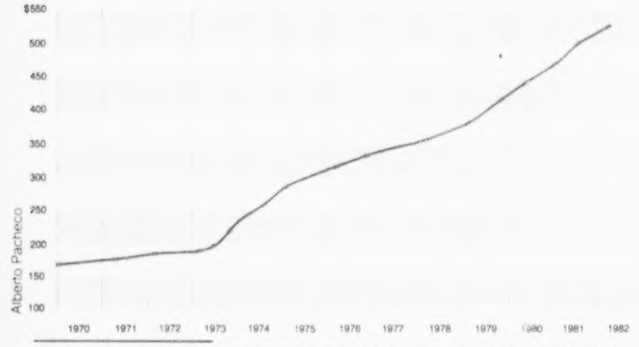
Soldwedel believes one of the initial training requirements for managers whose backgrounds are primarily editorial is that it be heavily oriented to the "bottom line."

However oriented, all such training today must primarily be done in-house, because there are few electronic publishing courses or even individuals with prior experience in this area. ☐

More price boosts announced; Consolidated rolls back U.S. hike

Abitibi-Price Inc., North America's largest newsprint producer, Nov. 23 announced it will increase newsprint prices to customers in both the United States and Canada. Three other companies quickly announced similar price hikes, and a fourth announced a price rollback to match the Abitibi move.

Newsprint prices (1970-82)



Prices per metric ton of newsprint to eastern U.S. customers. (Prices are for 32-pound newsprint through 1973, 30-pound newsprint since; they reflect general industry trends.)

Abitibi will boost prices to U.S. customers by 5 percent, or $25, to $525 (U.S.) a metric ton, and to Canadian customers 8 percent, or $40, to $540 (Canadian) a metric ton, both effective March 1.

CIP Inc., Reed Paper Ltd. and Domtar Inc. will take similar action.

Consolidated-Bathurst Inc., which previously had announced March 1 price hikes of 8 percent, or $40, in both the United States and Canada [**presstime**, Dec. 1981, p. 33], rolled back the increase to its U.S. customers to 5 percent.

Meanwhile, two other newsprint manufacturers announced price increases for U.S. customers.

Great Lakes Forest Products Ltd. said it will increase its U.S. price from $500 to $525 per metric ton, effective March 1. And Bowater raised its U.S. price from $490 to $500, effective Jan. 1. Bowater's prices have lagged behind the rest of the industry.

The latest round of price increases had been touched off by three other companies, MacMillan Bloedel Ltd., Crown Zellerbach Canada Ltd. and British Columbia Forest Products Ltd. They had announced their intention to raise prices only for Canadian customers—by $40 (Canadian) to $540-$556 a ton. The MacMillan and Crown Zellerbach increases took effect Dec. 1 and Jan. 1, respectively; BCFP's will go into effect Feb. 1.

The price of a metric ton of newsprint has increased 17 times since 1970 when the price of newsprint was $168 a metric ton.

The weak position of the Canadian dollar versus the U.S. dollar has been cited as one reason manufacturers are not raising their prices as much—or at all—for their U.S. customers. The Canadian dollar hit its lowest point in 50 years in August, dipping to 80.3 U.S. cents. Recently, the value of the Canadian dollar has been fluctuating, rallying in early December but then declining to 83.9 cents in mid-December. ☐

There are two ways to weigh newsprint: Buy a scale, or get ANPA/RI to handle it

Because newsprint can amount to as much as 40 percent of a newspaper's total operating costs, it is prudent to monitor the weight of newsprint periodically.

Newspapers can use a desk-type basis weight scale to measure their newsprint. The most commonly used scale is manufactured and sold by the Thwing-Albert Instrument Co. of Philadelphia for approximately $520.

Measurements should be made soon after the sample to be weighed is taken from the roll because newsprint accepts and gives up moisture readily, according to ANPA Vice President/Technical William D. Rinehart [**presstime**, Nov. 1979, p. 49].

If the newsprint is to be measured in English pounds, a template is used to cut 20 18- by 24-inch sheets from a roll. They are then weighed, two at a time.

If the metric system is being used, 20 samples are cut to one square meter and are weighed one at a time.

Samples for weighing should not be taken from either the outside of the roll or from immediately adjacent to the core because they are the areas most susceptible to moisture, Rinehart says.

Another option available to ANPA-member newspapers is to send samples to the ANPA Research Institute in Easton, Pa., for weighing.

For $60, ANPA/RI will supply a kit containing an instruction manual, waterproof wrapping, knife and shipping cartons.

The kit contains enough supplies to accommodate 12 samples. There is a $10 charge per sample weighed at the Institute.

For more information, contact Doris E. Kleintop at ANPA/RI. ☐

Technician James Sciascia weighs newsprint samples at ANPA Research Institute.

Newsprint capacity growth for 1982-86 forecast at 1.6 million tons

Scheduled newsprint mill projects will add about 1.6 million metric tons of capacity in North America during 1982-86, according to a compilation by the ANPA Newsprint and Traffic Department.

In addition, 11 companies are known to be actively considering other expansion projects, five of which involve capacity increases that would total 660,000 metric tons annually.

The 1.6-million-ton gain does not reflect reductions in newsprint capacity that some mills may make over the next five years. The only major reduction announced to date is Abitibi-Price's conversion of its 138,000-tons-a-year Beaupre, Quebec, newsprint mill to uncoated groundwood paper, scheduled for late next year.

The chart below shows the individual projects announced or under consideration, and years of scheduled completion.

Publicly announced newsprint capacity increases—North America

Company	Location	Approximate cost (millions)	Approximate annual capacity
	1982		
Abitibi-Price Inc.	Iroquois Falls, Ontario	$111	40,000[5]
British Columbia Forest Products Ltd.	Crofton, British Columbia[2]	$150	170,000
CIP Inc	Dalhousie, New Brunswick[3]	$158	100,000
Consolidated-Bathurst Inc.	Shawinigan, Quebec[3]	$ 32	40,000
Crown Zellerbach Canada Ltd.	Elk Falls, British Columbia[2]	$171	180,000
Donohue Normick Inc.	Amos, Quebec[1]	$200	160,000
Kruger Inc.	Bromptonville, Quebec[3]	---	38,600
Ontario Paper Co. Ltd.	Thorold, Ontario	$260	80,000[5]
Southwest Forest Industries	Snowflake, Arizona[4]	$ 45	109,000
	1983		
Abitibi-Price Inc.	Augusta, Ga.[2]	$240	205,000
Kruger Inc.	Trois-Rivieres, Quebec[2]	---	170,000
	1984		
Consolidated-Bathurst Inc. (Port Alfred Division)	La Baie, Quebec[3]	$ 85	72,000
	1985		
Boise Cascade Canada Ltd.	Kenora, Ontario[3]	$150	38,000
British Columbia Forest Products Ltd.	Hurdy, Alberta[1]	$165	170,000
	1986		
Reed Paper Ltd.	Quebec, P.Q.[3]	$199	25,000

Newsprint capacity increases under consideration—North America

Company	Location	Approximate cost (millions)	Approximate annual capacity	Production expected
Abitibi-Price Inc.	Alma, Quebec	$250	25,000[5]	1985-86
Abitibi-Price Inc.	Grand Falls, Newfoundland	---	25,000[5]	1985-86
Abitibi-Price Inc.	Iroquois Falls, Ontario[2]	---	---	1985-86
Crown Investments Corp.	Near Prince Albert, Saskatchewan[1]	$250	---	---
Daishowa Paper Mfg. Co. of Japan	Quesnel, British Columbia[1]	---	---	---
Doman Industries	Vancouver Island, (Dukes Point) British Columbia[1]	$110	180,000	---
Great Lakes Forest Products Ltd.	Dryden, Ontario[1]	$190	175,000	---
ISA International	Boligee, Alabama[1]	$250	---	1983
Maclaren Power & Paper Co.	Buckingham, Quebec[2]	---	105,000	1983
Nova Scotia Forest Industries	Point Tupper, Nova Scotia[2]	---	---	---
Rexfor/F.F. Soucy	Matane, Quebec[1]	$197	150,000	---
Southeast Paper Co.	Dublin, Ga.	May add a second machine at same or new location		
Stora Kopparberg	Camden, S.C.[1]	---	---	---

Newsprint capacity increase on hold

Company	Location	Approximate cost (millions)	Approximate annual capacity	Production expected
Three-way partnership (newspapers, landowners and a newsprint producer)	Batesville, Miss.[1]	$264	181,000	---

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[1] New mill
[2] New machine(s)
[3] Speed-up
[4] Conversion of a machine to newsprint
[5] Net increase, new machine(s) replacing existing one(s)

One 1981 contract remains

As 1981 drew to a close, only one major labor contract remained to be negotiated in the newsprint industry—that involving workers at Garden State Paper Co.'s Garfield, N.J., recycled-newsprint mill.

Work was continuing there in late December as talks went on. The United Paperworkers International Union contract expired last Oct. 1 [**presstime,** Nov. 1981, p. 49].

In a related development, members of the UPIU Nov. 6 ratified a new two-year contract at FSC Paper Corp. in Alsip, Ill. The contract, retroactive to Oct. 29, contains wage increases of 9 percent the first year and 8 percent the second.

This year, major labor contracts will expire at 41 mills [**presstime,** Oct. 1981, p. 46].

November report

Consumption climbs; newspapers' use lags

Newsprint consumption by all U.S. users increased 1.1 percent in November 1981 compared to November 1980, according to preliminary figures.

But consumption by U.S. daily newspapers declined during the month by 1.4 percent.

November thus became the seventh month of the year when consumption by all U.S. users was higher than the comparable months of 1980—and the seventh month when consumption by U.S. daily newspapers was lower.

For the 11-month period, all users' consumption was up .8 percent, while daily newspapers' usage was down by the same percentage.

Canadian mills' shipments for the first 11 months of 1981 were 2.9 percent above the 1980 level. Shipments to the United States were down 1.1 percent; those overseas increased 16.6 percent; and those to Canadian markets rose 6.7 percent.

U.S. mills' domestic shipments climbed 10.6 percent. Overall, they were up 12.7 percent.

U.S. publishers' stocks at the end of November averaged 52 days, compared with 38 days at the end of November 1980.

North American newsprint mill inventories were up 19.2 percent at the end of November from a year earlier.

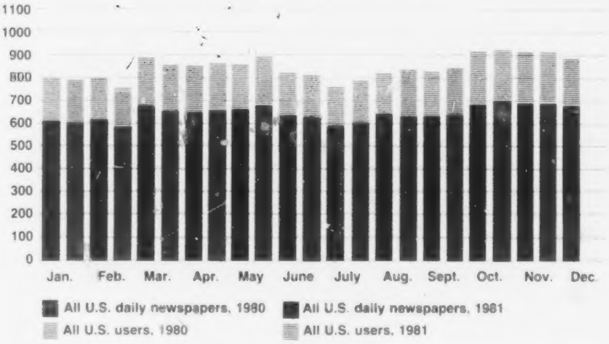
Estimated consumption of all U.S. daily newspapers[1]

Region	**October 1981**	**October 1980**	**% Change**
Northeast	171,625	174,377	–1.6
North Central	157,158	158,878	–1.1
South	211,500	206,977	+2.2
West	161,615	155,511	+3.9
Circulation size			
0-25,000	59,180	54,467	+8.7
25,001-100,000	128,475	133,459	–3.7
over 100,000	514,243	507,817	+1.3
October totals	701,898(r)	695,743	+0.9(r)
Ten-month totals	6,410,866(r)	6,458,667	–0.7(r)
Region	**November 1981**	**November 1980**	**% Change**
Northeast	171,187	172,272	–0.6
North Central	152,965	162,739	–6.0
South	212,112	213,096	–0.5
West	156,280	154,206	+1.3
Circulation size			
0-25,000	56,708	52,203	+8.6
25,001-100,000	126,231	129,935	–2.9
over 100,000	509,605	520,175	–2.0
November totals	692,544(p)	702,313	–1.4(p)
Eleven-month totals	7,103,410(p)	7,160,980	–0.8(p)

Estimated consumption of all U.S. users

	1981	**1980**	**% Change**
September totals	840,000(r)	823,000	+2.1(r)
October totals	925,000(r)	913,000	+1.3(r)
November totals	919,000(p)	909,000	+1.1(p)
Eleven-month totals	9,284,000(p)	9,208,000	+0.8(p)

Estimated newsprint consumption, 1980-81
(Thousands of metric tons)



Production

	Canada	**U.S.A.**	**North America**
November 1981	768,887	412,085	1,180,972
November 1980	707,590	357,897	1,065,487
Increase or decrease	+61,297 +8.7%	+54,188 +15.1%	+115,485 +10.8%
Eleven months 1981	8,202,627	4,393,606	12,596,233
Eleven months 1980	7,933,765	3,900,297	11,834,062
Increase or decrease	+268,862 +3.4%	+493,309 +12.6%	+762,171 +6.4%

Shipments

From Canadian mills	**U.S.A.**	**Canada**	**Export**	**Total**
November 1981	532,062	86,014	155,219	773,295
November 1980	478,080	82,157	130,452	690,689
Eleven months 1981	5,521,214	953,521	1,642,551	8,117,286
Eleven months 1980	5,585,038	893,705	1,408,181	7,886,924
From U.S. mills				
November 1981	379,192	----	28,146	407,338
November 1980	335,510	----	10,385	345,895
Eleven months 1981	4,113,846	----	254,825	4,368,671
Eleven months 1980	3,718,297	----	158,773	3,877,070
From North American mills				
November 1981	911,254	86,014	183,365	1,180,633
November 1980	813,590	82,157	140,837	1,036,584
Eleven months 1981	9,635,060	953,521	1,897,376	12,485,957
Eleven months 1980	9,303,335	893,705	1,566,954	11,763,994

Stocks

U.S. publishers[2]		**(Days' supply on hand)**	**(Days' supply in transit)**
September 1981	943,630	43(r)	7
September 1980	782,246	36	6
October 1981	958,748	43(r)	7
October 1980	762,829	33	6
November 1981	944,888	44(p)	8(p)
November 1980	696,243	32	6
Canadian mills			
November 1981	250,187	--	--
November 1980	208,535	--	--
U.S. mills			
November 1981	45,527	--	--
November 1980	39,558	--	--

---

[1] Based on stratified data from ANPA-member newspapers in statistical sample; figures in this and other tables in metric tons

[2] Represents stocks of ANPA-member newspapers in statistical sample

(r) = revised
(p) = preliminary

$6,000 web width reduction yields 6-digit payoff

By James Fuller

You don't need an army of consultants.

And you don't need to spend a pot of money. As a matter of fact, it's a job that pays for itself pretty quickly.

What you do need is a plan.

That's the story that emerges from the conversion of The Ledger from a web width of 58 inches to 56 inches.

What we at the 50,122-circulation Ledger accomplished is something that can be emulated by all smaller-city and suburban newspapers.

Not only does the new size provide a better showcase for Standard Ad Units, but it's also a money-saver. Newsprint consumption is expected to be cut approximately 3 percent (225 to 250 tons) in 1982, which will trim our costs by about $100,000. The total cost of the conversion was only $6,000, and that included $3,500 for converting our five-unit Goss Metro press.

The conversion can be accomplished between press runs, even on a daily. But the thinking and various steps leading to the conversion may require a few months.

In our case, we started our planning in May 1981 and began the actual conversion in the early hours of Monday, Oct. 5, 1981, after the morning run was complete. We started up again that night with the Tuesday paper. In those few hours, we had accomplished the final tuning that made it possible to go from a page size of 13⅝" x 21½" to 13⅛" x 21½".

Perhaps the most rewarding thing was that the change to a new format went largely unnoticed by our readers.

The Ledger is owned by The New York Times Co., and we had the benefit of the Times' previous experience in reducing its web width. But a paper without that advantage nonetheless can make a successful conversion, without consultants and costly new equipment, if it asks the right questions in advance.

The best way to ask the questions is to run through each task necessary in each department, repeating two questions about each:

- Will that operation change?
- If so, how do we prepare for the change?

That's what we did in Lakeland.

Ours is also a satellite plant for the national edition of The New York Times. We began printing 25,000 daily and 40,000 Sunday copies of The Times less than a month after the conversion. So there was even more reason for us to have "all systems go" from the very beginning.

Ledger Publisher Elven Grubbs called all department heads together. We discussed what the conversion to the narrower web width would mean to each department.

Then Elven and I drew up a checklist.

In the hope that our experience will help others "do it themselves"—without denting their budgets—it is presented here:

Advertising

- All advertisers were contacted and given information on all ad sizes.
- Sales training was stressed.
- Classified staff had to hyphenate and justify the classified section on the day of changeover.

Composing

- New pasteup grids to accommodate the new size were ordered.
- Multi-run ads were reduced to new size.
- All production formats were changed on changeover date.
- New column sizes were posted and meetings were held to familiarize everyone with the new process.

Fuller (right) and Press Manager David Turner inspect folder pins on converted Goss Metro press.

News

- All news formats were changed and stored in news library.
- All standing art was reduced or adapted to new size.

Camera/plate

- Registration process was checked out with new grid sheets. A local machine shop remade the plate punch to match the registration stops on the press. This cost $2,000—included, of course, in the $6,000 total.
- Plate inventory had to be controlled to ensure that a minimum of old-size plates was on hand at the changeover date.

Press

- Old plate stops were realigned to match the holes made by the new plate punch.
- All slitters were moved the appropriate distance.
- The outside folder pin was moved in one-half inch.
- Formers—the V-shaped aluminum shield over which papers are folded—had to be removed, cut down ½-inch, sealed and replaced on folder.
- All angle bars were adjusted.

Mailroom

- All joggers and inserting equipment were adjusted.

Newsprint

- We ensured that there was an adequate supply of 58-inch newsprint on hand to carry through to the changeover date. The objective was to have the smallest possible inventory, because leftover 58 inch newsprint had to be sold to other newspapers or to brokers.
- Suppliers were informed of plans and given information on new sizes.
- A supply of 56-inch newsprint was ordered, with delivery prior to the changeover date.

For additional insight into making the changeover, try contacting a paper in your vicinity to learn first-hand about the experience. ☐

Fuller is production director of The Ledger of Lakeland, Fla.

Advances in technology provide feasible means of remote printing

By Tom Walker
presstime technical writer

In the 1930s when the automobile and the radio were high technology, The New York Times and the New York Daily News opened remote printing plants in Brooklyn, transporting stereotype mats by car, truck, motorcycle or subway—a slow and unwieldy process.

Some 30 years would pass before space-age technology would make it practical for other newspapers to open remote plants.

The Wall Street Journal opened a facsimile printing facility in Riverside, Calif., in 1962. Sixteen other newspapers opened remote plants in the 1970s and early 1980s, and at least three more have plans on the drawing board.

There are three ways to send full-page facsimiles to remote plants—via microwave, communications satellites and coaxial telephone cable.

In microwave transmission, radio signals are used to transmit the pages to a receiving unit at the satellite plant. Because microwave is line-of-sight transmission, relay stations are used to avoid obstacles [**presstime,** Dec. 1980, p. 37].

In satellite transmission, a signal is beamed from one earth station to another by way of a satellite in orbit 22,300 miles up [**presstime,** Oct. 1981, p. 53].

In the telephone-cable system, coaxial cables called T-1 carriers—high-capacity carrier systems capable of transmitting 3,600 voice channels—are used in transmitting facsimiles to the remote plant.

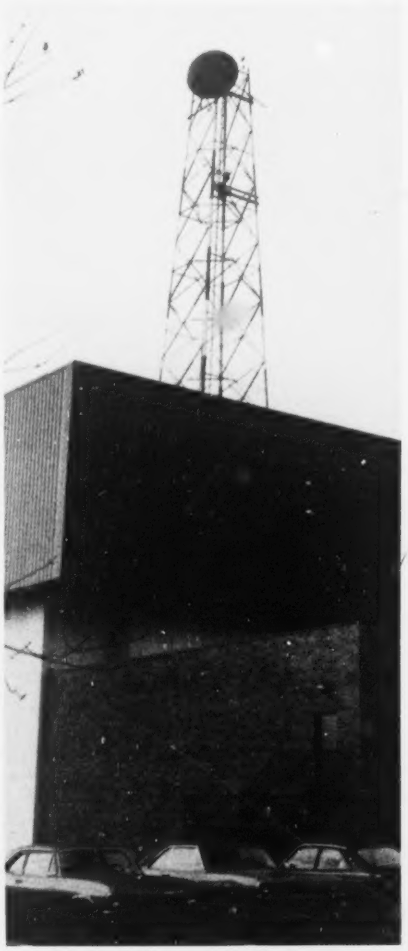
ANPA Research Institute specialists say microwave transmission is the most practical and economical transmission method when the distance is less than 100 miles, but the orbiting satellite is preferable for longer distances.

The most conventional use of the remote printing plant is when a newspaper needs additional printing capacity and constructs a satellite facility—usually in an area of circulation growth—to augment the main plant. Because distances involved are short, newspapers can either use the microwave transmission or the coaxial T-1 carrier.

The Los Angeles Times, The Washington Post, The New York Times, The Detroit News, The Oregonian of Portland and the Chicago Tribune all use microwave for transmission to auxiliary printing facilities.

The St. Louis Post-Dispatch and the Detroit Free Press use the telephone T-1 carrier.

Most nationally distributed newspapers—The Wall Street Journal, The New York Times and The Globe and Mail of Toronto—transmit their pages long distances and hence use an orbiting satellite. Gan-



A 60-foot microwave receiving tower sits atop The Washington Post's Springfield, Va., remote plant.

Two more dailies buy pagination systems

Two more newspapers have purchased pagination systems from Hastech Inc.—the Rockford (Ill.) Register Star and the Lawrence (Mass.) Eagle-Tribune.

The Register Star purchased three PagePro page-layout terminals. As were two of the first three newspaper purchasers of the Hastech system—Westchester Rockland (N.Y.) Newspapers Inc. and Today of Cocoa, Fla. [**presstime,** Oct. 1981, p. 45]—The Register Star is part of Gannett Co. Inc.

The Eagle-Tribune purchased two PagePro page-layout terminals.

The other current, major supplier of pagination systems, Information International Inc., reported no new sales as of late December. A spokesman for the firm said prospective purchasers are awaiting reports on the system's initial installation at the Star-News of Pasadena, Calif.

Star-News Editorial Director Howard Collins said the system has been delivered and that staff training is underway. The system will be used early this month for part of the Star-News' daily production and gradually will become the means of composing the entire newspaper, he said.

In a related development, the Institute for Graphic Communication completed its eight-month survey on the "Future of Electronic Pagination." Results showed that while most newspapers want full-page pagination, they will not buy a pagination system immediately. At the same time, 75 percent of the approximately 200 newspaper respondents indicated they intend to purchase a system within the foreseeable future.

The findings also showed that newspaper executives feel that once the technology is developed fully, a 100-percent return on the investment could be expected in three years.

The 437-page survey is available for $4,950 from the institute at 375 Commonwealth Ave., Boston, Mass. 02115; (617) 267-9425.

nett's USA Today also will do so (see story, p. 50).

But The Christian Science Monitor uses telephone cables to transmit pages to its remote printing locations around the country.

Some newspapers use remote plants for all of their printing while maintaining business and editorial functions at a central location. The Asbury Park (N.J.) Press, the Newark (N.J.) Star-Ledger, The Virginian-Pilot and The Ledger-Star of Norfolk, Va., and The Patriot Ledger of Quincy, Mass., do so with microwave links.

"The Wall Street Journal's pioneering efforts in South Brunswick, N.J., to prove the practicality of low-cost, receive-only satellite earth stations on newspaper sites, helped make it practical for the later development of satellite news delivery systems by the Associated Press and United Press International," says ANPA Vice President/Technical William D. Rinehart.

The newspaper now has 14 remote printing facilities around the country and plans for two more to come on-line in 1982.

There are several factors in addition to technological breakthroughs that persuaded newspapers to build remote printing facilities. The decision to build generally is centered around four basic factors:

- The capacity of the press to meet demands of increasing circulation or increasing product size
- The availability of space to expand press rooms in downtown areas
- Newsprint storage capacity
- The ability to distribute the newspaper to its coverage area in a timely manner.

Because of the cost of land, construction and new presses, the remote plant usually is not the answer for smaller newspapers, but the plants could be feasible for the smaller newspapers that print several products, says Peter P. Romano, director of the ANPA Research Institute's Production Department.

Construction of remote printing facilities is expensive, but newspapers often have no choice.

"We either had to curtail circulation or add press capacity," says Thomas O. Might, plant manager of The Washington Post's 315,000-square-foot, $68-million Springfield, Va., plant that opened in November 1980.

The Post spent $24 million on three new presses, $27 million for construction, $600,000 for microwave transmission equipment and the balance for mail room and other equipment.

The Boston Globe plans to open a 170,000-square-foot remote plant in Billerica, Mass., in the spring of 1984.

According to Daniel Orr, vice president of the parent Affiliated Publications, the Globe is building the plant "in anticipation of increased circulation and advertising," and to expand its coverage area. He said final cost figures will not be available before March.

The technologies that helped bring about the current popularity of remote printing plants are continuing to evolve.

"In the future," Rinehart says, "it is highly likely that local transmissions will be made through fiber optics that are ideally suited for the data speed that is necessary to transmit newspaper images."

Noting that the cost of new presses is the largest single expenditure in such plants, Rinehart predicts that "When the day comes that because of lightweight presses or other dramatic changes, the cost of presses is decreased, many more newspapers will consider remote plants."

The cost of using communications satellites also should decline later in this decade when more are available, he says.

The use of remote plants is not unique to the United States. Most Japanese newspapers have operated facsimile regional plants for many years.

"The Japanese pioneered facsimile-delivered regional pages because of the cost of resetting the many characters of the Japanese language at several locations," Rinehart says.

The Russians also have been distributing Pravda from the central Moscow plant to many regional plants throughout the Soviet Union by facsimile. ☐

ANPAPRESS patent granted

A patent has been granted for ANPAPRESS™ for a 17-year period ending Nov. 24, 1998.

Developed by the ANPA Research Institute, the ANPAPRESS is a lightweight newspaper press that employs the anilox inking system requiring no manual adjustment and using only one roller to distribute the ink [**presstime**, June 1980, p. 6]. ☐

Snoddy inspects print from processor.

ANPA/RI receives processor, imager

The ANPA Research Institute has received two pieces of equipment donated by manufacturers—a Mohrpro 14 phototypesetting processor and a Pyrofax imaging machine.

The processor, donated by Mohr Enterprises, is being used to produce "reasonably permanent" glossy prints on resin-coated paper, according to James M. Snoddy, ANPA/RI technical specialist/photography. Snoddy has been using the machine's continuous-tone chemistry to produce prints in lieu of the conventional method of developing, fixing and drying.

The imager, donated by 3M Co., makes a page image directly onto a mat or blanket, passes the image through a drum and transfers it onto a plate without need for a negative [**presstime**, March 1981, p. 52]. ☐

Forms for spending survey to be distributed this month

The ANPA Research Institute this month will distribute questionnaires for its annual capital outlay survey, which for the first time will include a telecommunications category.

Under the new category, member newspapers will be asked to list actual 1981 expenditures and estimated 1982 outlays for telecommunications equipment, including satellite dishes, cable television, and teletext and videotex. Other major categories include plant expansion and modernization, and new equipment.

Completed forms should be returned by Feb. 15 to ANPA/RI, P.O. Box 598, Easton, Pa. 18042.

Most newspapers expect so-so 1982

By Elise Burroughs
presstime staff writer

Although 1981 appears to have been a financially satisfactory year for most newspapers, executives and analysts are facing 1982 with caution and uncertainty.

Gains in advertising linage and in circulation generally are expected to be modest, or non-existent this year, and advertising and circulation rate increases may be lower than the average for the past five years.

While observers expect newspapers to remain healthy and fairly "recession-proof," and publicly held companies to show good earnings growth, the ups and downs of the overall economy inevitably will affect profitability.

The U.S. Department of Commerce, in its annual outlook on U.S. industry, is projecting that newspaper revenues will rise 10.3 percent in 1982. Last year, the department predicted revenues would rise 10 percent in 1981, but it now estimates the increase has been 12 percent. In 1980, there was an 8.5-percent rise.

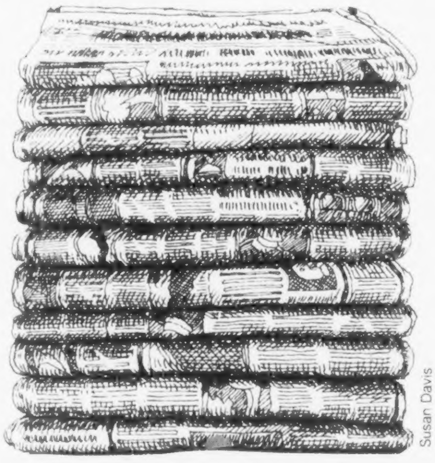
The 1982 projection represents real, constant-dollar growth of about 1.2 percent, considerably less than the 3 to 4 percent that the department cited a year ago as traditional for the newspaper business. The Commerce Department, however, recently changed its basis for statistical projections and has lowered its figures for annual newspaper growth since 1972 (see story, p. 48).

Precarious predictions. With most economists agreeing that a full-fledged recession is underway, forecasters surveyed by **presstime** are leaving a lot of room for flexibility. And they cite two other main reasons for hedging their bets for 1982:

- Currently, there are enormous, somewhat regionally defined differences in how individual newspapers are faring in today's uncertain economic climate.

While many newspapers in the upper Midwest are tightening their belts for another tough year, some of their Sun Belt cousins are confidently contemplating rate increases of sufficient magnitude to stay prosperous. In some of those Sun Belt areas, even classified advertising linage is up, and a fortunate few newspapers can boast a circulation boom that they expect to endure.

- The 1981 performance of the newspaper business as a whole is a startling reminder of just how far astray economics forecasts can be.



Susan Davis

With the business experiencing a rather weak fourth quarter in 1980, most analysts a year ago expected the first three to six months of 1981 to be slow, with an upsurge toward the end of the year [**presstime**, Jan. 1981, p. 45].

Instead, things were relatively rosy early in the year but less so—in some cases downright gloomy—later on.

For example, April's advertising expenditures in newspapers were 23.7-percent higher than those for April 1980. But when the 10-month ad figures were in, the overall gain was down to 15.6 percent.

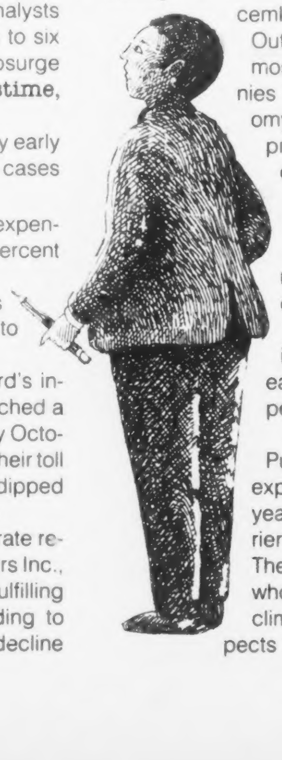
Meanwhile, the Conference Board's index of help-wanted advertising reached a 1981 high of 129 in February. But by October, with rising interest rates taking their toll on the national economy, the index dipped to 110, its lowest level since 1977.

Frank Hawkins, director of corporate relations for Knight-Ridder Newspapers Inc., describes the 1981 economy as fulfilling the "double dip" forecast. According to that theory, the economy didn't decline enough in late 1980 to really shake inflation, thereby causing a second round of high interest rates and a second economic dip. Hawkins says no one has predicted a "triple dip" theory. Expectations are that after a weak first quarter, the recession will bottom out sometime later this year.

Divergent forecasts. Even if that occurs and the economy picks up in the second half of 1982, most newspapers and newspaper observers are not overly bullish on the industry's economic outlook for this year.

Bruce Thorp, a media analyst for Lynch, Jones & Ryan, says the 1982 outlook for publicly held newspaper companies is good. Earnings growth for the 12 companies his firm tracks averaged 14 percent for the first three quarters of 1981, even though linage gains averaged only .6 percent. Thorp says earnings increases should remain in the 8 to 12 percent level for 1982, but that figure could be higher if newspapers finish with a strong fourth quarter.

J. Kendrick Noble, first vice president of Paine Webber Mitchell Hutchins Inc., following his investment firm's annual December Conference on the Outlook for the Media, said most participating companies thought that "the economy would begin to improve during the second quarter and, given that, were looking for a stronger second half with advertising revenue gains above 10 percent, circulation revenue gains approaching 10 percent, and earnings growth above 10 percent."



In Charleston, S.C., Publisher Peter Manigault expects another strong year for The News and Courier (morning, 69,747) and The Evening Post (38,252), whose circulation has been climbing. Manigault expects little if any linage gains this year but says rate hikes are expected to maintain healthy revenue increases.

John H. O' Hearn, treasurer and controller of the St. Petersburg (Fla.) Times (morning, 219,399) and Evening Independent (37,517) forecasts circulation gains of about 5 percent in his market. However, O'Hearn also expects linage to be "pretty much flat."

The papers already have set 1982 ad rates at an average level about 10-percent higher than 1981. There is considerable variation within categories, however, O'Hearn says.

James Burgess, executive vice president of Lee Enterprises Inc., notes that a number of newspapers are taking this step of varying their ad-rate hikes to reflect heightened competition for certain categories of ads.

Overall, however, increases among the Lee newspapers will be lower than 1981's average, he says.

Burgess believes there is still a chance that the national economy will be rebounding strongly by the spring.

"We're going to have a better year in 1982," Burgess says of his company. "We will grow in profitability, but we are going to have to scramble for it."

At Gannett Co. Inc., a very modest 1982 is expected for the group's 85 newspapers, with circulation and linage gains of about 1 percent anticipated, according to Douglas McCorkindale, senior vice president and chief financial officer.

Overall advertising rate increases are expected to be in the 10 to 11 percent range, with circulation delivery and newsstand rates expected to go up about 8 percent, he says.

But some people disagree even with a forecast of modest growth in 1982. For them, a lackluster economic year would be better than they expect.

"I think 1982 will be a flat to poor year across the board," says John T. McConnell, publisher of The Journal Star (all-day, circulation 102,098) in Peoria, Ill.

Dealing with "terrible" local economic conditions, The Journal Star found 1981 to be an improvement over 1980, but the paper nonetheless fell short of expectations, McConnell reports. In a pattern common at many newspapers, national advertising was up somewhat, retail advertising was flat, and classified linage, already depressed, continued to slip.

Likewise, a slumping Minnesota economy in the two major areas of agriculture and mining is pinching The Minneapolis Star (evening, 174,079) and Minneapolis Tribune (morning, 234,730). Robert Elkin, the newspapers' director of planning, says 1982 looms as a tight year.

"We're going to have a better year in 1982. We will grow in profitability, but we are going to have to scramble for it."

James Burgess
Lee Enterprises Inc.

In the past two years, newspaper costs in general have increased faster than they had in the preceding seven or eight years.

Douglas McCorkindale
Gannett Co. Inc.

Rising costs. Gannett's McCorkindale and others cite fast-rising costs as yet another factor hindering the planning and budgeting for the new year and beyond. But although they may make profit margins tighter, McCorkindale believes such rising costs are "very manageable," especially when compared to other businesses.

In the past two years, the Gannett executive says, newspaper costs in general have increased faster than they had in the preceding seven or eight years.

O'Hearn reports that for the first 10 months of 1981, the St. Petersburg papers exceeded revenue projections with a gain of 16 percent, compared to an expected 14 percent. But costs rose even faster—by 19 percent, compared to a projected 15 percent.

Newsprint was the biggest budget-smasher, with increases in St. Petersburg of 21 percent rather than the expected 15 percent .

O'Hearn says he believes his 1982 budget will prove to be more accurate in terms of newsprint costs.

With many newsprint companies having announced price increases for early this year, McCorkindale is "looking carefully" at the possibility of a second round late in the year.

Rising labor costs are another factor in the profitability picture. McCorkindale says he expects employee costs to rise between 7.5 and 8.5 percent in 1982. Hawkins says Knight-Ridder is expecting increases in the 9-to 11-percent range.

Another concern is the unsettled Mideast political situation, and its potential for disrupting oil shipments and triggering a new wave of fuel shortages and price increases.

And there are other storm clouds:

- Possible further shifts of advertising preprints to direct mail are worrying some executives.
- Advertisers face a "conservative and confusing year," as Advertising Age put it in a recent article, and they are beginning to balk at ever-increasing advertising rates levied by newspapers and television, especially. As a result, some are looking at increased use of radio, cable, and other media. ☐

A change in definition disrupts years of economic analysis

Tracking the growth—or lack of growth—in the newspaper business has been complicated by a change at the U.S. Department of Commerce's Bureau of Economic Analysis.

Earlier this year, the department decided to standardize the way it gathers and reports information. For example, forecasts after this year will not be made in current dollars. Instead, everything is to be calculated on a constant-dollar (1972) basis. Doing its analysis that way, the Commerce Department calculates that the newspaper business has been growing at an annual real rate of 0.9 percent, not the previously announced 3 to 4 percent.

The bureau also has changed its method of calculating employment. In the past, it relied on the Bureau of Labor Statistics and some industry sources for employment data. The bureau now is using data from the Census Bureau as well.

The BLS calculates newspaper employment once each year by counting the number of employees reported by publishers on their unemployment insurance forms. The agency also makes monthly calculations based on statistical samples.

On the other hand, the Census Bureau actually counts manufacturers (including newspapers) and employees every five years and samples employment during other years. Commerce Department analyst William Lofquist says the census information is considered more reliable in some respects than that of the BLS. He explains that in their unemployment insurance reports, publishers specify whether they are publishing paid-circulation newspapers or free-distribution publications. The Census Bureau sample reports only paid-circulation newspapers in its newspaper category, Lofquist says, but the BLS inadvertently includes some free-circulation publishers in its newspaper reports.

The changes mean that while the agencies agree the number of newspaper production workers is declining, there is disagreement on total newspaper employment.

The Commerce Department believes the total number of newspaper employees is declining. Lofquist estimates 1981 employment at 382,600 and predicts a decline in 1982 to 380,000.

BLS, however, estimates 1981 employment at 433,000—a slight increase from 432,100 in 1980—and projects slight increases in the future.

James Rosse, a Stanford University professor of economics who follows the newspaper business, says he believes the 0.9 percent growth rate and flat or only slightly growing employment are close to the true picture of the newspaper business.

The business picture may become clearer after this year's census of manufacturers, the first since 1977. It will give the Commerce Department a count of paid and free-circulation newspapers and their employees. Reports based on that data, however, are not expected before 1984.

Meanwhile, even though the Commerce Department in its recomputations is saying that newspaper employment has dropped, newspapers still rank as the nation's leading manufacturing employer [**presstime**, May 1981, p. 50]. It seems that the recomputations also diminished the overall payrolls of the steel and automotive industries, the two industries immediately trailing newspapers. □

ANPA economics consultant sees challenging year ahead. See essay, p. 29.

'Courses by Newspaper' to focus on food, people

"Food and People" is being offered without charge to newspapers as the latest of the "Courses by Newspaper."

The series of 15, 1,250-word articles, scheduled to begin appearing Jan. 17, is accompanied by illustrations.

For more information, contact CbN Director George A. Colburn at the University of California, San Diego, X-002, La Jolla, Calif. 92093; (714) 452-3405. □

ANPA Credit Bureau saves subscribers $500,000

ANPA Credit Bureau Inc. saved its newspaper members about $500,000 in one week recently.

At the request of one of its subscribers, the bureau investigated an advertiser that had ordered and sent checks for newspaper ads around the country. The ads were for brand-name electronic and camera equipment.

A call by the credit bureau to the advertiser's bank revealed there was not enough money in the account to cover the checks, which ranged from $2,800 to $30,000.

The bureau notified members. One newspaper estimated that as a result of the alert, it had saved 31 times its annual credit bureau subscription fee.

The bureau also contacted the U.S. Postal Inspector, who put a hold on the advertiser's mailbox. This protected people ordering equipment from ads printed by newspapers not subscribing to the credit bureau's services.

In 1981—a year that saw a surge in several types of fraudulent advertising [**presstime**, Oct. 1981, p. 35],—the bureau's membership rose to 471 subscribers, up from 360 at the end of 1980. The bureau collected a record $1.45 million in commissioned accounts, up from $1.2 million in 1980.

ANPA Credit Bureau Inc. is a wholly owned subsidiary of ANPA. It offers subscribers—newspapers, magazines and broadcast stations—a package of credit-reporting and debt-collection services, including a credit index, answers to credit inquiries, a monthly report on accounts received for collection, bulletins on fraudulent ads and other developments, collection service on both local and national advertising, and credit management seminars.

Subscription costs range from $50 per year for newspapers with an average daily circulation of under 10,000, to $1,000 annually for those papers with more than 470,000 circulation. □

Helping smaller papers

Newspapers of all sizes find they share common problems

By Harry W. Edwards

When the ANPA Board of Directors made its decision in 1975 to offer membership to non-daily newspapers, it was motivated by the fact that many non-daily publishers had demonstrated interest in ANPA, having experienced many of the problems confronting daily publishers.

Harry W. Edwards

This conviction was noted recently by Walter W. Grunfeld, publisher of weekly newspapers in Marathon, N.Y., when he commented, "Most of the problems of newspapers, regardless of size, are basically the same. There may be differences in magnitude but not in substance."

Moreover, non-dailies and smaller dailies represent a significant proportion of the ANPA membership and the median circulation for ANPA-member newspapers is now about 18,000. (See chart below.)

The median size for all U.S. dailies is about 12,000 circulation, and more than 7,500 non-dailies are being published. So the United States is still a nation of hometown newspapers, unlike so many foreign countries where the national newspaper concept prevails.

Group ownership among U.S. dailies now exceeds 65 percent. In Canada, it accounts for 77 percent of the daily field.

And many non-dailies are being acquired by dailies or are simply merging into large weekly operations.

It is common to see large central printing plants now printing multiple weeklies. Centralized production also has become common among independent weeklies, whose publishers find that ownership of a printing press, which may operate only a few hours a week, is an expensive luxury.

Many now choose to send their pages camera-ready or plate-ready to a central plant for printing. In some cases, these plants are cooperatively owned and operated, and large commercial printing contracts provide a significant source of additional revenue. Most such plants are equipped with offset presses that yield high-quality reproduction of halftones and color separations—a far cry from the flatbed, letterpress operation that predominated among weekly newspapers only a few years ago.

This emphasis on high-quality printing techniques and quality reproduction has awakened new interest among small-newspaper publishers in the latest equipment available. They are increasingly attracted to ANPA's annual Production Management Conference to view the vendor displays of new equipment. These include scanners, VDTs, computers, insert and labeling devices, sophisticated cameras and production equipment and high-speed photocompostion machines. ANPA and other newspaper organizations also assist non-dailies in providing training in the operation of the new generation of newspaper production equipment.

Composition of ANPA membership

Circulation group	Number of newspapers	Percent of membership
Under 5,000	133	9.42
5,001-10,000	234	16.57
10,001-15,000	215	15.23
15,001-20,000	137	9.70
20,001-25,000	95	6.73
25,001-50,000	290	20.54
50,001-75,000	119	8.43
75,001-100,000	40	2.83
100,001-250,000	106	7.51
250,001-500,000	27	1.91
500,001-1,000,000	11	0.78
Over 1,000,000	5	0.35
	1,412	100.00

But even more basic to the success of a newspaper of any size is a good news product.

Very few weeklies have a news wire; for them, local news is everything.

This same principle applies to smaller dailies, which find that wire copy must be used sparingly—in the form of news summaries or briefs—in deference to a more thorough treatment of local issues. Otherwise, they end up competing on a no-win basis with metropolitan dailies, whose reach encompasses many smaller communities and whose news-gathering wherewithal allows much more comprehensive coverage.

The successful small daily is one that seeks a local angle for wire copy, thereby helping readers to place themselves in the context of large news developments.

And there are still a few small dailies, such as the LeMars (Iowa) Daily Sentinel, that operate without a news wire. The Sentinel's publisher, Carter A. Pitts, expresses a great deal of satisfaction at providing a quality local-news product over the years. He says he would not have it any other way, and he enjoys a dedicated readership.

In Paragould, Ark., the Daily Press has received many honors for its high-quality graphics. Publisher Fred Wulfekuhler uses no wire photos, but every reporter is trained as a photographer. The result is a unique product which the larger outside competition is unable to match.

The emphasis on local news sharpens a reporter's skills, and most successful reporters and editors on large daily newspapers can look back with pride to early training received on a weekly or small daily operation. It used to be a common complaint of publishers of smaller newspapers that they were just a training ground for larger dailies.

This complaint is still heard occasionally, but most smaller newspapers now happily have a waiting list of applicants, so turnover does not represent the serious problem it once did.

A more common reaction from publishers of smaller newspapers today is to point with pride to "alumni" who have made it with "the bigs." ☐

Edwards, director of membership development for ANPA, spends about half of each year on the road visiting newspapers and meeting with their top executives. His column focuses on some of the activities and concerns of the smaller newspapers within the Association.

Gannett gives USA TODAY the go-ahead

Neuharth fields reporters' questions about plans for the national daily.

Gannett Co. Inc. will begin publishing its proposed national newspaper USA TODAY next fall, with initial circulation in Washington, D.C., but expanding in the following six months to 14 other major markets through use of satellite technology.

In his Dec. 15 announcement giving the go-ahead to the much-talked-about project, Gannett Chairman and President Allen H. Neuharth said the five-day, morning paper "will not compete with existing local or regional daily newspapers." It is intended to be "an extra newspaper buy" reaching 4 to 5 percent of the nation's daily newspaper readers with an eventual circulation of between 2.5 and 3 million.

He also said the company wants "to carve out a market of our own" and attract a "somewhat larger slice" of the population than the national edition of The New York Times, which has "a rather elite slice of the market."

Besides Washington, initial markets targeted for USA TODAY are Atlanta, Baltimore, Chicago, Denver, Detroit, Houston, Los Angeles, Miami, Minneapolis-St. Paul, New York City, Philadelphia, Pittsburgh, San Francisco and Seattle.

In 10 of those 15 markets, the paper will be printed in plants of existing Gannett afternoon newspapers where presses are idle during the night. Gannett will use outside printing firms at the other five sites.

After reaching those 15 markets, the new national daily will be phased in gradually elsewhere.

Tentative newsstand price will be 25 cents. Home delivery and mail subscriptions will be offered later in some places.

Plans for specific content are not firm, although Neuharth said the company learned from its two prototypes [**presstime,** Aug. 1981, p. 45] that there is "a tremendous hunger across the country of people wanting more information of nearly every kind, but particularly in the area of sports, money subjects and general interest news." Company officials plan one or two more prototypes this spring.

Neuharth said a USA TODAY staff will be assembled early this year. But the publication also will call on resources of the existing 4,700 journalists of Gannett.

USA TODAY will be edited as "one single national product" with no regional editions. Editorial headquarters will be at Gannett offices in Rosslyn, Va., across the Potomac River from Washington. Pages will be produced and transmitted from the Washington suburb of Springfield, Va., where the subsidiary Gannett Satellite Information Network has installed a satellite earth station at facilities of Army Times Publishing Co. [**presstime,** Jan. 1981, p. 47].

The national newspaper will use another transmission station to be located in Westchester County, N.Y., Neuharth said. Both stations will lease satellite transponder capacity from American Satellite Co.

The Gannett chief executive said there are no plans to produce USA TODAY in an electronic version. Gannett is "very bullish about the future of print," he said. Unlike many other major communications companies, Gannett has decided not to enter the markets for new computer-based information services "until we see what people are willing to buy and willing to pay for."

The USA TODAY announcement came during the Gannett "Year-End Executives' Meeting" in Washington, during which Neuharth reported that the company made about $170 million in 1981 with revenues of $1.4 billion.

USA TODAY will represent a "substantial investment" by Gannett, Neuharth said, but it will be "readily financed" through company earnings.

He also said that in the first couple of years of the national newspaper, average annual company earnings gains are expected to be "somewhat lower" than in the 14 years since Gannett went public. But thereafter, overall gains are projected to be "sharply higher." □

'Conservative' daily announced for D.C.

News World Communications Inc. will begin publishing a daily newspaper in Washington, D.C., early this year, according to Larry R. Moffitt, assistant to the president of the New York City-based corporation.

The company publishes The News World in New York, a 72,000-circulation morning daily.

Moffitt said The Washington Times will be a broadsheet, general-interest paper "with a conservative viewpoint." Likely to be published five mornings a week, it "will go head-to-head with The Washington Post and fill a market (the Post) does not cover," he said.

News World Communications was founded by the Rev. Sun Myung Moon, head of the Unification Church. But Moffitt said Moon has "no legal connection" with the company.

"It is owned by businessmen who happen to be Unification Church members," he said, adding that The Washington Times "will not be a Unification Church house organ." □

Sheriff's sale set for assets of closed Jeannette, Pa., daily

The printing and office equipment of The News-Dispatch of Jeannette, Pa., were scheduled to be sold at a sheriff's sale in late December.

But the state Department of Labor and Industry was attempting to block the sale because it might prevent the agency from recovering about $22,000 in back wages the closed newspaper allegedly owes 65 former employees.

Meanwhile, owner-publisher James H. Joseph filed a lien against his own newspaper. The legal action would make him first in line to receive any proceeds from the sale of the equipment.

Joseph, an attorney practicing in the Pittsburgh area, could not be reached for comment.

Some of the newspaper's employees had not been paid in the five weeks before Joseph closed the paper Nov. 3. He acted after the employees refused to give wage concessions.

"It's in our attorney's hands," said Roy Shields, president of Greensburg-Jeannette Typographical Union No. 668, which represents 11 printers and pressmen at the paper.

The six-day, evening newspaper had a circulation of 4,187 as of March 31, 1981, compared with 5,032 on March 31, 1980, according to the Audit Bureau of Circulations. It reached a peak circulation of 15,000 in the early 1970s, according to former owner J. Graff Bomberger, who sold the paper in 1974. The newspaper was resold in 1975. Joseph bought it last year.

Victor R. Ketchman, publisher of the Standard Observer in nearby Irwin (evening, circulation 15,000) blamed the newspaper's problems on the numerous changes in ownership. The Standard Observer has experienced "a significant increase" in circulation since The News-Dispatch was closed, he said.

Competition from the Tribune-Review of Greensburg (morning, 45,449) also was cited as a factor in the Jeannette paper's problems. Jeannette is 23 miles southeast of Pittsburgh. ☐

A '30' for Philadelphia Journal

The Philadelphia Journal, reported to have lost between $14 and $15 million since it was started by Quebecor Inc. of Montreal four years ago, closed Dec. 16 after two unions refused to agree to a substantial staff cut and a wage rollback.

Local 10 of The Newspaper Guild of Greater Philadelphia, representing 44 editorial employees, and Local 628 of the Teamsters, representing 83 drivers and outside advertising salesmen, voted Dec. 16 to reject the company's final offer of a 12.5-percent wage cut and a freeze on future increases until Jan. 1, 1983.

The company had proposed laying off 17 Guild members and 27 drivers and salesmen.

Teamster members also would have had to accept a rollback in pension fund contributions from $9.80 to $6.20 per shift. The Guild members had no pension plan.

The Journal, a 101,836-circulation morning tabloid, was printed under a contract with The Bulletin of Philadelphia.

If the unions had agreed to the concessions, the Journal planned to adopt an all-sports format and to drop its Saturday edition.

The final edition's headline read: "There May Be No Tomorrow For The Journal."

The Journal's management had threatened once before to close the paper in a contract dispute with the Teamsters [**presstime,** Feb. 1980, p. 35]. ☐

Fulton, Mo., now just another town with one newspaper

Fulton, Mo., population 11,043, can no longer boast of being the smallest U.S. city with two separately owned dailies [**presstime,** May 1981, p. 51].

On the second day of trial of an antitrust suit brought by Fulton's Daily Sun-Gazette (evening, circulation 5,222) against the cross-town Kingdom Daily News (morning, 3,700), it was announced that the News had purchased its competitor. The Sun-Gazette published its last edition Nov. 30.

News Publisher Vicki S. Russell said in late December that a new name for the consolidated paper had not yet been selected, but the "odds are real good" that it will continue to be a morning paper.

The News plans to move into the former Sun-Gazette plant after closing the sale. Its paid circulation jumped to 6,000 in December.

Donald R. Stimble, former owner-publisher of the Sun-Gazette, said he had "no comment" on the transaction.

With the development in Fulton, the closing of The Washington Star last Aug. 7 and the closing of The Austin (Texas) Citizen last Oct. 30, the number of U.S. cities with two or more separately owned daily newspapers dropped to 52 [**presstime,** May 1981, p. 8]. Newspapers in 22 of those cities are operated through joint agreements combining non-editorial functions.

What happened in Fulton also means that Cookeville, Tenn., now has the bragging rights to being the smallest U.S. city with rival-ownership dailies. The morning Dispatch Today goes head-to-head with the evening Herald-Citizen in that town of 20,147. ☐

Newspaper appeals IRS ruling that threatens trust

A Connecticut newspaper has appealed a U.S. Internal Revenue Service ruling that could result in either the paper's sale or its closing.

The IRS ruled in March that a "trust fund" established in 1939 by The Day of New London is not a trust but rather a private foundation. Unless the IRS ruling is overturned, the newspaper will owe taxes totaling 5 percent of its net worth every year [**presstime,** Sept. 1981, p. 41].

If the ruling is allowed to stand, "It would force the sale or disposal of the newspaper," said Co-publisher E. Wesley Hammond.

Meanwhile, the state's two senators, Christopher J. Dodd (D) and Lowell P. Weicker Jr. (R), introduced a bill to overturn the ruling. It is pending before the Finance Committee. ☐

Reuters talks collapse

Acquisition of UPI in limbo

Following the collapse of acquisition discussions with Reuters, a key United Press International official reported that two other organizations and possibly a third have expressed "serious" interest in buying the financially troubled wire service.

But Edward W. Estlow, president of E.W. Scripps Co.—the 95-percent owner of UPI—would not identify the other interested organizations. He said talks are continuing, although the parties are "not down to the point of negotiating." Estlow said he did not know when or if negotiations would start.

Negotiations between UPI and Reuters, the British news agency [**presstime**, Aug. 1981, p. 22], were discontinued Dec. 1 "by mutual agreement."

Also recently discontinuing interest was Richard Mellon Scaife, publisher of newspapers in Pennsylvania and California.

In other developments involving UPI, ABC News purchased a minority interest in the worldwide television news service UPITN which has been owned jointly by UPI and Independent Television News Ltd. of London. UPITN provides reports to more than 150 stations in 77 countries.

And a UPI spokesman said increasing costs have forced the wire service to raise prices 10 percent, effective Jan. 5.

The Associated Press Board of Directors also announced an across-the-board rate hike of 10.8 percent, effective Jan. 10. ☐

Canadian minister blasts Kent report critics

The man responsible for coordinating the Canadian government's response to the recommendations of the Royal Commission on Newspapers has lashed back at critics of the report [**presstime**, Oct. 1981, p. 51].

James Fleming

"I'm not questioning their right to criticize the report," said James Fleming, minister of state for multiculturalism. "I'm questioning their claim to be champions of a free press while attempting to cut off any discussion of how to make sure that that press stays free."

Fleming, a former broadcast journalist and a reporter at The Toronto Star in 1961, made his remarks in Toronto at the seventh annual media human rights awards of B'nai B'rith's League for Human Rights.

He said he also questioned the attitude that allows "these white knights of democracy—the press barons—" to launch a united assault on the so-called Kent commission's recommendations.

"Anyone who suggests freedom of the press is freedom from government doesn't understand democracy," he said. Federal action on the commission's recommendations is expected to be announced at the opening of Parliament in February.) ☐

Canada's constitution to recognize free press

Canada's Parliament has approved and sent to the British Parliament a resolution to establish a constitution for Canada. Among other things, the constitution would guarantee freedom of the press [**presstime**, Dec. 1981, p. 10].

The measure was approved by the Canadian House of Commons Dec. 2 on a vote of 246-24 and by the Senate Dec. 8 on a vote of 59-23. The constitution would replace the British North America Act, a British law that has served as the country's charter. ☐

Equipment for sale

Complete hardware for DEC 8000 and DEC Wire typeset system consisting of two PDP8-E computers (32k and 16k), three RKO5 disk drives, three high speed readers, four VT-20b terminals, two VT-20 controllers, one VT-71 terminal, one BRPE punch and two LA-36 printers. System has been under DEC service contract. Contact Bill Gaudard, Midland Daily News, 124 S. McDonald St., Midland, Mich. 48640, (517) 835-7171.

Two 5-disk TXT's, serial nos. 384 and 408. Built-in processors. Good condition. Thousands of dollars in spare parts. Available now. $10,000. Contact Bill Fisher or Gene Rose, The Palladium Publishing Co., P.O. Box 128, St. Joseph, Mich. 49085, (616) 429-2400.

Two Burroughs 2,000-character display terminals with two Burroughs A/N Source Data keyboards. Each terminal with keyboard cost $3,300 new. Will sell both for $3,800. These terminals have been used less than two hours each. Contact Ben Myers, general manager, The Lapeer County Press, Lapeer, Mich. 48446, (313) 664-0811.

Equipment wanted

The World Press Freedom Committee seeks used newspaper equipment for newspapers in developing nations. Equipment contributions to the committee qualify as tax deductions under Section 501(c)(3) of the Internal Revenue Code. For further information, contact George Beebe, vice chairman, projects, World Press Freedom Committee, 1 Herald Plaza, Miami, Fla. 33101, (305) 350-2401.

(Editor's note: Exchange notices are published without charge as a service to ANPA-member newspapers.)

Panel studying smaller Sunday magazine formats

Metropolitan Sunday Newspapers, an advertising network representing 54 of the 57 locally edited, U.S. Sunday magazines, established a nine-member Magazine Format Committee in December to analyze format, size and mechanical specifications of Sunday magazines.

Metro President James L. Davy said most Sunday magazines are being reduced from 10¼ inches wide to 8½ inches to reduce production costs. The committee will study problems associated with the reduction.

Recommendations are expected in about one year, Davy said.

Board approves programs, $7.96 million budget

ANPA's 1982 program and budget will provide for continuation of special attention to telecommunications public policy issues; will add three specialists to expand on-site, technical advisory services to member newspapers; and will continue other Association activities at about their 1981 levels.

The 1982 budget adopted by the Board of Directors at its December meeting calls for revenues of $7,961,900 and for expenses of $7,912,250. Both figures represent increases of about 7.6 percent from 1981.

No increase in the dues formula is called for in 1982; nor did the Board of Directors exercise in 1981 its standby authority to increase dues if necessary.

There will be fee adjustments in 1982 to cover the costs of Technical Advisory Service visits requested by member newspapers. While the basic in-plant, $500-per-day rate will remain intact, charges for time spent at ANPA offices writing TAS reports will be implemented.

Other budget highlights include:

- The anticipated 1982 cost of the continuing, telecommunications legislative and legal effort is $250,000. It was expected that some $400,000 will have been expended on that special effort in 1981.
- Two industrial-environmental hygienists and one computer specialist will join the staff to assist member newspapers on OSHA-regulation matters and on installation of such software programs as Layout-80™.
- The admission-fee system for the annual Production Management Conference will change in 1982 to a charge of $20, which will grant admission both to the equipment exhibits and to the conference sessions. In 1981, $40 was charged for admission to conference sessions and no charge was made for admission to the exhibits only.
- Support for the Standard Advertising Unit program (see story, p. 30) continues at 1981 levels, but both the SAT-FAX (see story, p. 13) and the kenaf [presstime, Nov. 1981, p. 48] developmental projects have reached phases which require less ANPA financing.
- Some 9,300 copies of presstime will continue to be circulated monthly, with the average issue size remaining at 56 pages.

In other actions at their meeting last month ANPA's Directors:

- Received and approved recommendations from the Membership Committee and the Executive Committee that a Bylaws amendment be presented in April to the Annual Meeting, extending full voting rights to all member newspapers whether published daily or non-daily. Non-daily newspapers were admitted to the Association in 1975 but under the Bylaws have not had voting rights. More than 200 of the 1,400 ANPA-member newspapers publish fewer than five days a week. (See **chairman's corner,** inside front cover.)
- Changed the site of the 1985 Production Management Conference to New Orleans from the previously scheduled Atlantic City.
- Noted with regret the decision of Director Beland H. Honderich, chairman and publisher of The Toronto Star, to resign from the Board at the end of his current term in April.
- Reviewed the plans for the addition to The Newspaper Center, actual construction of which began in December following a ceremonial groundbreaking in November. The Directors noted that more than 70 percent of the membership had participated already in the special, building assessment program, with more than $2 million having been paid toward the three-year goal of $5.6 million. ☐

San Francisco awaits ANPA, April 26-28

Registration information will be mailed this month for ANPA's 96th Annual Convention April 26-28 at San Francisco's Fairmont Hotel.

The Convention Arrangements Committee will meet Jan. 25 in San Francisco to select topics and speakers [presstime, Dec. 1981, p. 46].

New members

Clearwater Sun

Clearwater, Fla. (circulation 40,791). W. Scott Trundle, publisher.

VERO BEACH Press Journal

Vero Beach, Fla. (circulation 14,798). John J. Schumann Jr., publisher.

★CHICAGO HEIGHTS STAR

Star Publications, Chicago Heights, Ill., a group of six newspapers that also includes the Homewood-Flossmoor Star, Park Forest Star, Park Forest South-Crete Star, Hazel Country Club Hills Star and Matteson-Richton Park Star (combined circulation 41,252). Charles W. Williams, publisher.

the diamondback

University of Maryland, College Park (circulation 21,000). Michael Fribush, general manager.

Hanson becomes counsel emeritus; Maguire moves up

Arthur B. "Tim" Hanson has been named counsel emeritus of ANPA after a 19-year tenure as the Association's general counsel.

W. Terry Maguire, formerly associate general counsel, became ANPA's third general counsel Jan. 1.

The 65-year-old Hanson over the years has supported Association legal efforts with 42 friend-of-the-court briefs—many in cases leading to landmark decisions in favor of the press. In addition to his work in the courts, he has assisted in defending newspaper business interests before federal agencies and the Congress.

Among many other accomplishments, he is credited with forming and operating strike, libel and First Amendment insurance programs for the press under auspices of the Mutual Insurance Co. Group of Hamilton, Bermuda, which he serves as U.S. general counsel and as a director [**presstime,** Nov. 1980, p. 10].

An expert in libel law, Hanson is author of *Hanson on Libel and Related Torts*, considered a standard reference work in the field.

W. Terry Maguire

A senior partner of the law firm Hanson, O'Brien, Birney and Butler of Washington, D.C., he was appointed ANPA general counsel in April 1962, succeeding his father, Elisha Hanson, who had held the position from 1935 until shortly before his death in 1962.

Short in height, Hanson received a waiver to serve in the U.S. Marine Corps, and he was decorated for valor in battle on three occasions during World War II. And the accolades kept coming his way even after returning to civilian life.

"He is one of the best, if not the best (lawyer) in the country," says Lloyd G. Schermer, president of Lee Enterprises Inc. and an ANPA director.

Hanson (left) and his wife Jane (right) smile as Neuharth reads inscription on plaque. Also listening are Chairman and President Katharine Graham and Vice Chairman William C. Marcil.

"He more than anyone believes that the First Amendment is a right that the people gave and a right that the people can take away in little pieces or in big chunks," Schermer explains. "It's an emotional thing as much as a legal problem" to Hanson. "The guy really cares."

The longtime newspaper-business counsel is known "as a feisty, able, blunt lawyer who never pulled a punch whether it was friend or foe," says William Davis Taylor, former publisher now a director of The Boston Globe who, as ANPA chairman in 1973-74, worked closely with Hanson.

ANPA Executive Vice President and General Manager Jerry W. Friedheim said, "Tim Hanson's dedication to a free press, his special, legal experience in the areas of libel and privacy and his lifelong commitment to newspapers in general, and to ANPA in particular, have been of inestimable value. We have been fortunate to have him these many years on the bulwarks fighting in defense of the First Amendment.

"And, we will continue to have his wise counsel available as he assumes his well-deserved 'emeritus' status."

The ANPA Board of Directors honored the attorney and his wife Jane at its meeting in New York City Dec. 2.

At that event, ANPA Executive Committee Chairman Allen H. Neuharth said Hanson "has labored diligently and energetically on behalf of the newspaper business and the Association, safeguarding at every opportunity cherished First Amendment rights."

Two other former Association chairmen and presidents sent messages lauding the long time counsel.

Joe D. Smith of the Alexandria (La.) Daily Town Talk said Hanson's "lifetime association with us and with our problems provided him with a unique perspective. In the treacherous waters of libel and privacy, we could not have had a better pilot."

Harold W. Andersen of the Omaha (Neb.) World-Herald said, "He certainly deserves recognition for his long, devoted and effective service in the cause of a free press."

Hanson received a law degree from the College of William and Mary in 1940 and briefly practiced law in Rochester, N.Y., before joining the Marines in January 1941. He was released from active duty in March 1946 and retired as senior major general in the Marine Corps Reserve in June 1974.

A member of numerous military, professional and civic organizations, he also is counsel emeritus of the American Chemical Society, which he served as general counsel from 1963-73, and of the American Pharmaceutical Association, which he served as general counsel from 1955-79.

He was general counsel of the National Geographic Society from 1962-80 and continues to serve as a trustee.

He is general counsel and a trustee of the United States Capitol Historical Society—a fitting position with his distinction of being a descendant of John Hanson, president of the United States under the Articles of Confederation. □

speeches

Fred G. Mounce

Arnold L. McDonald

Tom Johnson

Paul McPherson

Single copies of the following speeches are available without charge from the ANPA Public Affairs Department at The Newspaper Center, Reston, Va.:

- **What the Freedom of Information Act Symbolizes.** ANPA Chairman and President Katharine Graham, chairman of the board, The Washington Post Co. The Society of Professional Journalists, Sigma Delta Chi, annual convention, Washington, D.C., Nov. 12.
- **The Time Has Come to Fight for Cable TV's First Amendment Rights.** Robert M. Shaw, manager, Minnesota Newspaper Association. Minnesota Cable Association annual convention, Bloomington, Sept. 30.
- **Printing Developments in the USA.** Erwin Jaffe, director, ANPA Research Institute Research Center. NEWSTEC '81, Brighton, England, Nov. 25.

• • •

From the ANPA Newspaper Safety and Health Symposium, Atlanta, Nov. 5-6:

- **Your Day in Court.** John G. Montgomery, president and publisher, Montgomery Publications, Junction City, Kan.
- **Lockout-Tagout Proposed Regulations and Their Effect on the Newspaper Business.** Fred G. Mounce, president, The Halifax (Nova Scotia) Herald Ltd.
- **How to Evaluate Your Newspaper's Illness and Injury Record.** Arnold L. McDonald, vice president/operations, Cleveland Press.
- **Current Outlook on OSHA, NIOSH and EPA Regulations and Recommendations.** Richard Neumann, corporate safety and security director, The Courier-Journal and The Louisville (Ky.) Times.
- **Current Noise Regulations and How to Comply.** George Cashau, ANPA/RI coordinator of operations.
- **Industrial Hygiene in the Newspaper Plant.** George S. Popa Jr., ANPA/RI industrial hygienist.

• • •

From the Audit Bureau of Circulations annual conference, Chicago, Nov. 3-5:

- **The Future of the Newspaper Industry.** Tom Johnson, publisher and chief executive officer, Los Angeles Times.
- **The Effect of Technology on the Future of Publishing and Advertising.** Paul McPherson, president, McGraw-Hill Publications Co.

ANPA calendar

January

ANPA technical committees
ANPA Research Institute, Easton, Pa., Jan. 7-8

ANPA Labor and Personnel Relations Committee meeting
Sheraton Harbor Island Hotel, San Diego, Jan. 10

ANPA Labor and Personnel Relations Conference
Sheraton Harbor Island Hotel, San Diego, Jan. 10-13

ANPA/RI Basic Offset Press and Plate Seminar
ANPA Research Institute, Easton, Pa., Jan. 11-15

ANPA Training Committee meeting
Royal Orleans Hotel, New Orleans, Jan. 15

ANPA Board of Directors meeting
Dorado Beach Hotel, Dorado Beach, Puerto Rico, Jan. 18-21

ANPA Convention Arrangements Committee meeting
Fairmont Hotel, San Francisco, Jan. 25

ANPA/RI Direct Screen Color Separation Seminar
ANPA Research Institute, Easton, Pa., Jan. 25-29

ANPA Electronic Publishing Seminar II
Shoreham Hotel, Washington, D.C., Jan. 26-28

February

ANPA/RI Basic Offset Press and Plate Seminar
ANPA Research Institute, Easton, Pa., Feb. 8-12

ANPA/RI Camera Techniques Seminar
ANPA Research Institute, Easton, Pa., Feb. 8-12

ANPA/Canadian Pulp and Paper Association Technical Section Joint Standing Committee meeting
Belleview Biltmore Hotel, Clearwater, Fla., Feb. 11-12

ANPA Foundation Conference for Professional Support of Journalism Education
Sheraton International Conference Center, Reston, Va., Feb. 21-22

ANPA/RI Management Introduction to New Technology Seminar
ANPA Research Institute, Easton, Pa., Feb. 22-26

ANPA Management Development Workshop
Radisson Hotel, Chicago, Feb. 22-26

ANPA Newspapers and Cable TV Seminar
Fairmont Hotel, Denver, Feb. 24-26

March

ANPA/International Newspaper Promotion Association Newspaper Executives Marketing Seminar
Columbia Inn, Columbia, Md., March 7-13

ANPA/RI Basic Offset Press and Plate Seminar
ANPA Research Institute, Easton, Pa., March 8-12

ANPA Press/Bar Relations Committee meeting
International Club, Washington, D.C., March 8

ANPA/American Bar Association Task Force meeting
Hyatt Regency Washington, March 9

ANPA Government Affairs Committee meeting
Hyatt Regency Washington, March 9-10

ANPA Conference for Newspaper Men and Women
Don CeSar Hotel, St. Petersburg, Fla., March 14-17

ANPA Labor Relations Seminar
Radisson Hotel, Chicago, March 15-17

ANPA/RI Camera Techniques Seminar
ANPA Research Institute, Easton, Pa., March 22-26

ANPA Key Executive Seminar
Royal Orleans Hotel, New Orleans, March 28-April 1

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20014

presstime

The Journal of the American Newspaper Publishers Association

February 1982

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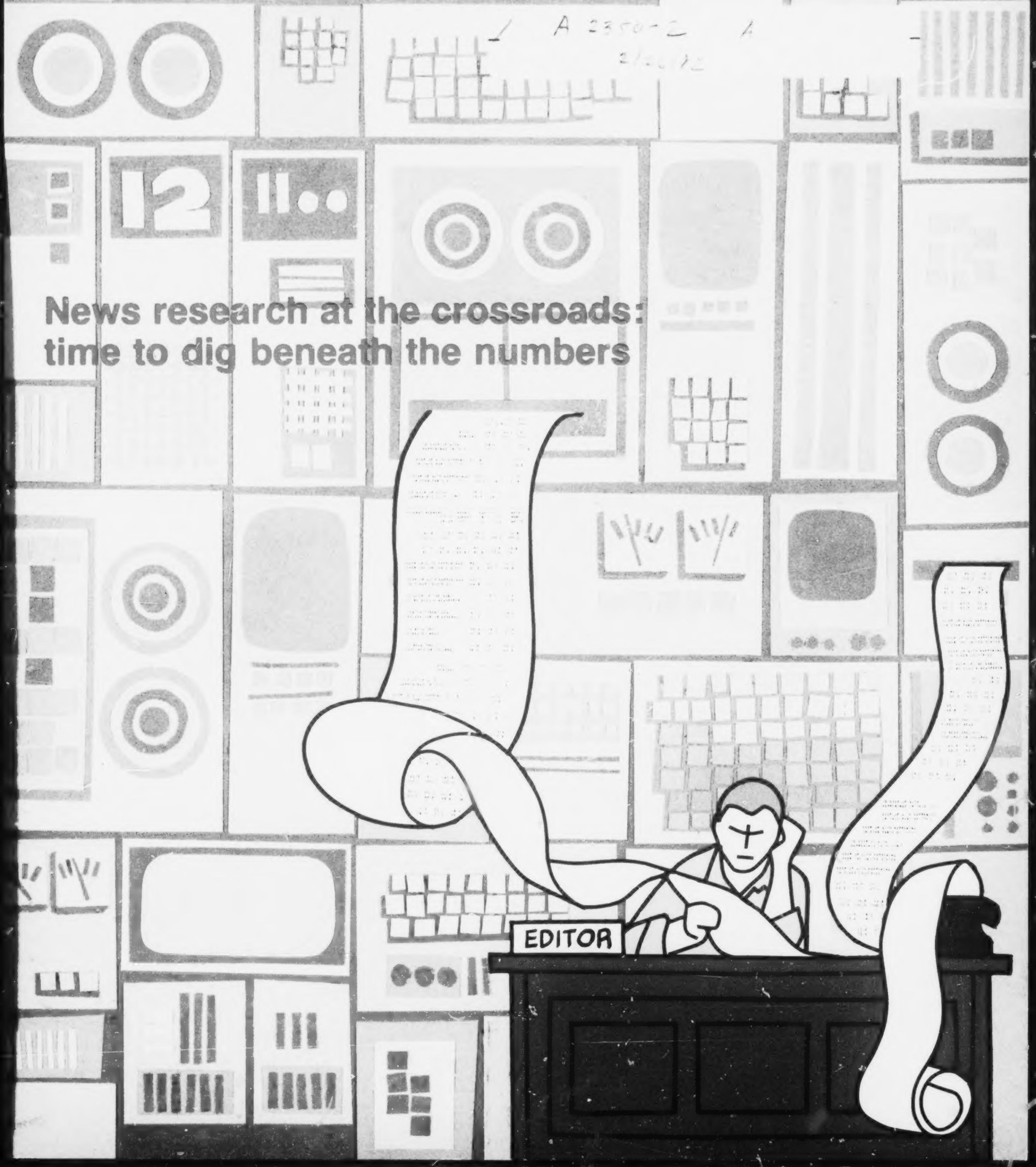
News research at the crossroads: time to dig beneath the numbers



chairman's corner

Communications Act update still needed in wake of decree

The 1982 consent decree requiring that AT&T divest its local operating companies may turn out to be the seminal event of the new telecommunications age. It not only will change the terms of telephone service for most Americans, it seems likely to a great extent to shape the future of both the communications and information industries.

In that this decree will alter both the structure and activities of the largest corporation in the communications business, it has thrown the five-year congressional effort to update the 1934 Communications Act into disarray. It will take Congress time to digest all of the implications of this agreement. Congress then will have the task of working out a legislative framework to govern the new realities.

One concern already raised is that separating the local operating phone companies from "national AT&T" will result in a significant increase in local telephone rates—some consultants estimate as much as 100 percent over the next two years.

As users of telephone services, newspapers share the concern of Congress and the American people over such a dramatic rise, and we wonder what the impact may be on the longstanding national goal of universal telephone service.

We continue to embrace the ANPA Telecommunications Statement of Principle, adopted a year ago, urging that Congress update the 1934 Communications Act to guarantee the American people a "maximum diversity of information sources."

On this principle, ANPA supported legislation to guarantee that AT&T's monopoly control over 80 percent of local phone service could not become an incentive to seek similar dominance over provision of electronic information services to American homes.

The Senate overwhelmingly passed, and the House has been considering, legislation that would bar AT&T from originating, providing or controlling information transmitted over its local lines.

Because the 1982 consent decree provides that AT&T will divest its local operating companies—and these companies will be prohibited from originating information over their local lines—our concern over the local bottleneck potential seems alleviated.

But Rep. Timothy Wirth, chairman of the House Telecommunications Subcommittee, is concerned that AT&T's continuing effective monopoly control over more than 90 percent of the nation's long-distance lines gives it a similar kind of anti-competitive potential. The bill Wirth has introduced would bar the new AT&T from providing information over its long-distance lines.

We continue to support the congressional effort to create a competitive telecommunications environment. We have always believed that the place to set national communications policy was not the courts, nor the regulatory agencies, but ultimately the Congress. The one thing that has not changed in the past few weeks is that an updating of the 1934 Communications Act is overdue.

Kay Graham

Katharine Graham
Chairman and President

ANPA

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index

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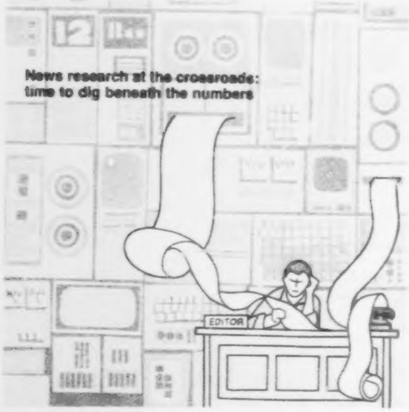
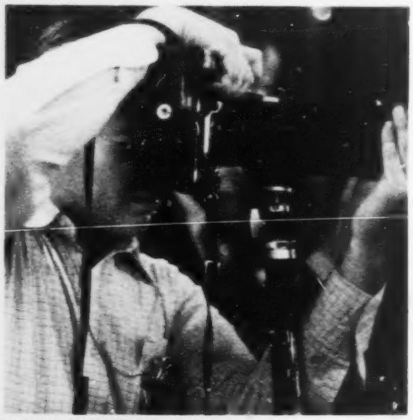

News research at the crossroads:
time to dig beneath the numbers
EDITOR

NEWS RESEARCH, p. 4
(Cover by S. Schainblatt and A. Pacheco.)



NEWS PHOTOGRAPHY, p. 20

TELECONFERENCE '81

TELECONFERENCE, p. 30

special report 4
News research, once considered a panacea for ailing circulation, has not lived up to expectations. The problem lies in translating research data into an editorial product that better suits readers' needs and interests. Philip Meyer defines the problem and offers several approaches toward alleviating it.

telecommunications 12
Questions abound as newspapers analyze the historic, tentative agreement between AT&T and the government. ANPA's Directors issue a statement addressing newspapers' concerns.

postal affairs 15
Publishers disagree on what impact "marriage mail" ultimately will have on their advertising inserts.

regulations 16
Judge recommends that the attorney general approve Seattle joint operating agreement.

courts 17
ANPA opposes changes in federal criminal procedure rules regarding pretrial and trial closure.

world press 18
U.S. decision not to fund UNESCO communications program directly runs into criticism.

news-editorial 20
A photography revolution is aborning: a camera that takes pictures electronically and without film. But some news photographers worry their focus will be turned away from creativity.

circulation 23
New study shows a rising number of daily newspapers own shoppers in their markets.

profile 24
Madelyn P. Jennings: Her province is people—all 23,000 of them at Gannett.

essay 25
The LA Times' Donald F. Wright outlines strategic considerations in electronic publishing.

education 26
Recession claims one journalism program while others tighten belts.

advertising 29
NAB awards spur newspaper advertisers to strive for excellence.

training 30
While expensive now, "teleconferencing" may become a viable alternative to being there.

employee relations 32
For the third year in a row there were relatively few strikes against North American papers.

news research 37
In-house research software can increase newspapers' analytical capabilities.

technology 38
A look at "quiet operator rooms" and other efforts to solve the press noise problem.

newsprint 44
Newsprint consumption was up in '81, but daily newspapers' appetites lessened.

newspaper business 46
Planning, research and promotion are key considerations in the move to daily publication.

ANPA Convention 49
Reagan administration headliners and the opposition line up for San Francisco get-together.

Also in this issue

[illegible] 6
government/legal roundup 10
transportation 19
exchange 33
books 48
speeches inside back cover
ANPA calendar back cover

A struggle with the news research puzzle

By Philip Meyer

Maybe editors expected too much. Perhaps the suppliers of news research oversold their product.

In any event, news research—defined as marketing research applied to circulation-building and improvement of the newspaper—is no longer viewed as a panacea for circulation problems.

Success stories are rare. Editors point to research findings as mere restatements of common sense. When something new and surprising is found, an editor may still be left without a clue as to what to do about it.

The problem may be that using marketing methods in the news business is much more difficult than editors believed when they first began to climb aboard the research bandwagon nearly a decade ago [**presstime,** Dec. 1981, p. 4].

News research emerged as a major activity after the relative decline in newspaper readership was discovered in the early 1970s.

This trend toward more news research was stimulated in part by increased interest in advertising research, which in turn had been inspired by a Newspaper Advertising Bureau program for coordinated audience research. Newspapers were making large outlays to develop audience measurements to use as sales tools for the advertising department, and they began including newsrooms in their planning.

By the middle 1970s, large-scale survey research projects dedicated to measuring reader attitudes toward the editorial product became common. But since then, such studies have faded in popularity, according to Tom Holbein, executive vice president of Belden Associates of Dallas, one of the largest suppliers of this kind of research.

Research projects are now targeted less often to the editorial product and are more likely to be designed to serve all departments of the newspaper.

"We've been seeing fewer . . . studies devoted to the newspaper (editorial) product and more omnibus studies, where—once a newspaper has established some benchmarks—it can follow through with recurring measurements," Holbein says.

Synthesizing results. Two people in an excellent position to evaluate the state of news research are Director Maxwell E. McCombs and research assistant Elsa Mohn of the ANPA News Research Center at Syracuse University. They have been attempting to synthesize general findings from more than 250 news research studies collected under the auspices of the Newspaper Readership Council. And they report that imaginative applications of research are distressingly rare.

"Some of it is really good," Mohn says, "but almost everything is done with cross-tabs. Readership in general or readership of specific kinds of content is cross-tabulated by demographics, and it tends to be under-analyzed." By "cross-tabs," she means comparing readership across different groups. For example, knowing that 56 percent of adults read the newspaper on an average day may not be as interesting as knowing that 60 percent of the women but only 50 percent of the men read it.

Mohn, a graduate student pursuing a doctorate in communications, is struck by the tendency of newspapers to fund expensive studies and then settle for computer-generated cross-tabulations displaying only superficial relationships. "In academe, we tend to wring everything out," she says.

This problem is not peculiar to newspaper research. The National Research Council recently commissioned a panel of distinguished social scientists to review "survey measurement of subjective phenomena." Its report, issued in December, notes that:

> It is well known to investigators with a major commitment to survey research

Meyer is William Rand Kenan Jr. professor of journalism at the University of North Carolina at Chapel Hill. Currently, he is working on a handbook of marketing research methods for newspaper editors tentatively titled *The Newspaper Survival Book.* Formerly director of news and circulation research for Knight-Ridder Newspapers Inc., he is the author of *Precision Journalism: A Reporter's Introduction to Social Science Methods.*

that most of the data collected are never examined in a searching way. The ratio of analysis to collection is too low, and this is particularly distressing because analysis is relatively inexpensive compared with the costs of data collection.

The panel sees an economic reason for this misallocation of resources. Survey research is a labor-intensive business generating a large cash flow. An organization created to do this research comes to depend on that cash flow and therefore concentrates on bringing in business to generate new data instead of taking the time to "wring everything out" of the old.

The most successful suppliers of newspaper research have been those recognizing the efficiency to be gained in standardizing both data collection methods and reports, so that results can easily be fitted into a pre-packaged format.

Simple cross-tabulation lends itself nicely to this kind of packaging. But editors who compare studies across markets have noticed this standardization and decried what they call the "cookie cutter" approach. An editor knows that his market is unique and suspects that over-standardization in research reporting may obscure the important nuances in the attitudes of his or her audience.

Secondary analysis. There is a simple and low-cost solution to this problem, and that is to do more secondary analysis.

A secondary analyst is someone who takes an unhurried, second look at the original researcher's data, running it through the computer again, trying new ways of defining variables, introducing controls, changing cutting points, and looking at things the original researcher may not have thought about or had time to check.

Some of the larger newspaper organizations maintain an in-house capacity for secondary analysis. It is not uncommon for them to produce internal reports that suggest modification of the original researcher's conclusions or even to disagree with them altogether. (See story, p. 37.)

Fresh and critical viewpoints are needed. McCombs of the ANPA News Research Center has spotted some recent departures from traditional demographic cross-tabs in the flow of reports through Syracuse.

> ***Current attempts of a number of newspaper companies . . . to predict the willingness of customers to pay money for electronic delivery of news and information . . . may well prove to be the most valuable contribution by newspaper research in this century.***

Some researchers are beginning to use political or psychological attitudes to explain readership, he says, and these can be more stimulating to an editor's thinking than the traditional demographics.

Expecting too much. One problem with the early applications of news research may be that editors expected to get straightforward answers to questions that were not straightforward at all.

An editor eager for a demographic analysis would have no clear idea of what he or she wanted to find out, and the mandate to the researcher would be, "Tell me all about the readers." Disillusionment would set in when the stack of eye-numbing computer tables showing readership by demographics did indeed tell all about the readers and yet *not* tell what to do.

The fault can be the editor's if he or she approaches the task of defining the research without a clear notion of the process by which newspapers and readers interact.

The editor has, in social science jargon, no "theoretical model" or some kind of theoretical structure to guide in the assembling and studying of data. Without such a model, you are reduced to browsing among the numbers without knowing what to look for or what to do if you find it.

An editor who once considered dropping Dick Tracy from the comic page is an illustration of this problem. "Tell me," he implored the research department, "how many of the readers read Dick Tracy?"

A month later, the research department came back with the answer: 23 percent.

"Thank you," the editor is said to have replied. "By the way, is 23 percent a large number or a small number?"

Because no one can think clearly about a complicated problem without some kind of a model, editors have taken to forming models unconsciously, like folklore.

The most common is something that might be called the "referendum model." If lots of people are interested in a subject, then news about that subject should appear in the newspaper.

Carried to extreme, this could result in what the late New York Times Associate Editor Lester Markel decried as "Gallup editing." And it would not be a very good fit to the realities of today's marketing problems for newspapers.

Some of the folklore models are contradictory. Newspaper executives like models that can be expressed in aphorisms, and I knew one who kept saying, "Play to your strengths!" If a survey showed that well-educated people like the newspaper more than less-educated readers, he would urge more highbrow content.

But he had another aphorism, always expressed with the same enthusiasm, and it was, "Seize your opportunities!"

When the same survey showed that young people liked the newspaper less than older people, he would urge shifting the content toward the interests of a younger audience.

The two models are, of course, contradictory, and nothing in the computer tabulations ever tells the editor which model to follow. The computer is very good at displaying differences among subgroups, which is what cross-tabulations do. It is not so good at telling what to do about those differences.

The cafeteria analogy. Wiser editors adopt some sort of "segmentation model." Using the analogy of the cafeteria line, they realize that not every customer going through the line will consume everything offered. Each customer designs a unique menu, and the marketing problem is to provide the choices that will satisfy the largest number of potential customers from a very diverse population.

Demographic tables can be of some help in applying the segmentation model, but more powerful tools, such as *"factor analysis,"* which can help locate and define clusters of customers and potential customers, are available.

Factor analysis is a way of reducing a large and complicated set of variables by finding a smaller number of underlying factors which have the same explanatory powers but are easier to use. It's done with a computer by looking at the extent to which each variable is correlated with every other variable, and then sifting out those groups of variables that tend to be predictors of one another.

Other kinds of models are beginning to emerge. Max McCombs and Robin Cobbey, a former newspaper researcher now editing the electronic data base known as The Source, have shown researchers how to set priorities for newspaper content. They advocate looking at each feature's referendum score plus one other attribute: the degree to which readership of each feature is grouped with the readership of other features.

If Dick Tracy is read by people who also read Steve Canyon, Spider-Man and Mary Worth, then it is safer to drop Dick Tracy than if the strip is read by people who read that and nothing else.

Another model, developed at Knight-Ridder Newspapers Inc., takes the occasional readers into account by considering the association between newspaper readership and interest in a particular topic.

If people who are interested in the topic are more likely to be newspaper readers, the paper is probably already doing a good job of appealing to that interest. But if there is a strong interest in the community which is not associated with newspaper reading, it may signal an opportunity for the newspaper to extend its appeal.

"We've been seeing fewer . . . studies devoted to the newspaper (editorial) product and more omnibus studies. . . ."

Tom Holbein
Belden Associates

"No company ever prospered indefinitely with a mediocre product."

Lee Hills
Knight-Ridder
Newspapers Inc.

"Psychographic studies," which are based on a segmentation model, divide readers according to their psychological attributes as opposed to demographic characteristics such as sex and age. Because psychographics provide more vivid descriptions, they can help an editor get a clearer picture of his or her newspaper's readers and the newspaper's position with respect to its competition.

In one version of this approach, a newspaper audience is subdivided into several simple categories according to positions on some attitude scales that measure interesting psychological dispositions.

These scales can be plotted so that an editor can see where a typical reader of a newspaper appears on the psychological map, where the typical user of an opposition medium appears, and—just as interestingly—where the inquiring editor appears.

Much of the research in this area is still experimental, and it sometimes leads to disappointingly unstable results.

For example, several years ago, Yankelovich, Skelly and White did a psychographic study of the Chicago market for the Tribune. It turned up a group called the "strivers," which was young, affluent, suburban, upwardly mobile and in need of service information. Major design changes in the newspaper, both in format and content, were aimed at capturing this group.

One of the beauties of such a strategy is that it can be validated. If the strivers are real, they will still be there when the researcher goes back years later, and the change in their readership habits, if any, can be detected and measured.

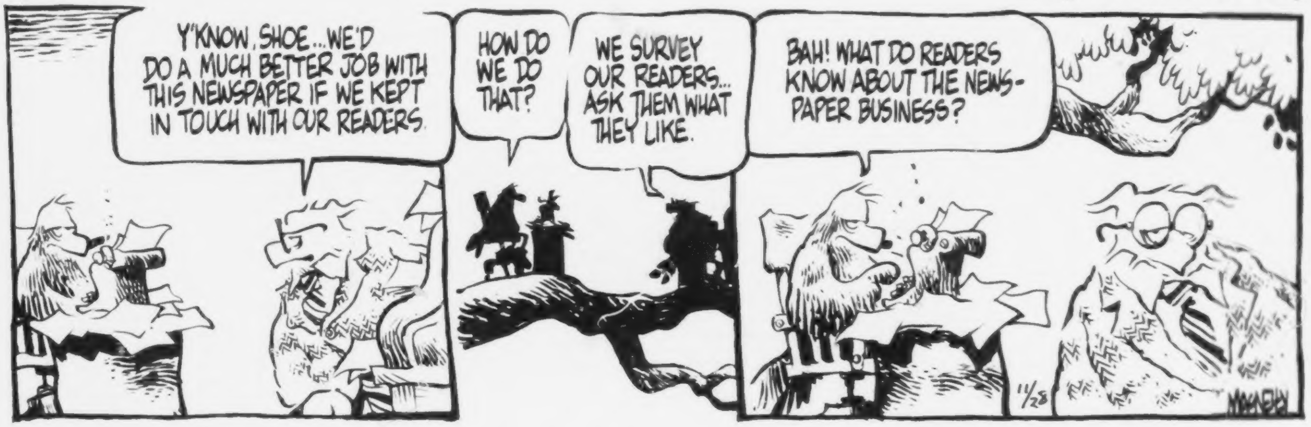
The results of the Tribune's follow-up study several years later were disappointing. When the analysis that had originally been used to identify the strivers was repeated, the group was no longer clearly defined.

The computer program that had detected them in the earlier study turned up other kinds of groupings instead.

Undaunted, the researchers created an objective scale to identify the kinds of people who were defined as strivers in the earlier study, so that they could be tracked in the follow-up inquiry.

Again, the results were somewhat disappointing. The Tribune was doing better among certain young, affluent groups, but they were not strongly identifiable with the strivers.

'Shoe' **By Jeff MacNelly**


Y'KNOW, SHOE...WE'D DO A MUCH BETTER JOB WITH THIS NEWSPAPER IF WE KEPT IN TOUCH WITH OUR READERS.
HOW DO WE DO THAT?
WE SURVEY OUR READERS... ASK THEM WHAT THEY LIKE.
BAH! WHAT DO READERS KNOW ABOUT THE NEWSPAPER BUSINESS?
11/28
MacNELLY

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Research purists might deplore the vagueness of that outcome, but the case illustrates an important point. Research is useful on a number of levels, and one of the most important uses may be that it stimulates newspaper management to do imaginative and risky things that it would not have done in the absence of the research.

Applying research. In this respect, applying research is more an art than a science, and to describe newspaper researchers as "newspaper doctors" may not be as silly as it sounds.

Medical doctors have long known that about two-thirds of the people they see will get better no matter what they do. All these patients need from their doctor is some reassurance, some concern, a chance to talk things over and perhaps a placebo to get them thinking positively again.

Newspaper research carries a large measure of placebo effect, and it is probably needed.

Ruth Clark, recognized as the dean of newspaper researchers [**presstime,** Dec. 1981, p. 22], has found that she gets her best results with clients she sees on a fairly regular basis over the years. She comes to know them intimately, and she can help them make the leap from data to action by supplying the reassurance that comes from having a familiar consultant give the action her blessing.

Focus group interviews, perhaps the least scientific of all newspaper research techniques, are especially useful for this purpose, and one of Clark's key contributions to the newspaper industry has been her success at persuading editors to listen to what their readers say in these loosely structured settings. (See story, p. 8)

If editors find the idea of researcher-as-therapist offensive, there is some hope for the most hard-nosed among them at the other end of the spectrum.

Sometimes the most satisfying applications of research occur when newspaper management has clear alternative policies in mind and uses the research to reduce the risk in choosing among those alternatives. The task given the researcher is a formidable one: to predict the future outcome of a proposed policy move.

Difficult as that may sound, such an assignment has the advantage of being clear and specific. Everyone can agree on what they are attempting to measure, and the action standards are clear enough to set in advance of the research.

One of the best examples is a study of newspaper reading habits among Latin Americans in the Miami area undertaken on behalf of The Miami Herald when it was deciding whether or not to launch a Spanish-language section.

A survey by an outside research supplier put the question to the proposed customers in a straightforward manner and yielded a broad and carefully hedged prediction.

As an additional check, an in-house, secondary analysis was performed using some indirect measurements and some assumptions about the effects on readership of family composition and length of time the prospective readers had lived in this country.

The latter study produced a more specific prediction. Management decided that the numbers were encouraging enough to justify going ahead, and the Spanish section now accounts for new readership to a degree that has exceeded the researchers' predictions.

Also in this category are the current attempts of a number of newspaper companies, including Knight-Ridder, The Times Mirror Co. and Dow Jones & Co. Inc., to predict the willingness of customers to pay money for electronic delivery of news and information. That answer, when it comes—and if it is right—may well prove to be the most valuable contribution by newspaper research in this century.

New applications. Meanwhile, for editors who have become intrigued by the segmentation model, research suppliers are developing some new applications of survey research that go beyond the demographic cross-tabs to help editors define their segments. Tom Holbein calls this "positioning research."

"It's usually done for the evening newspaper," he says, "the idea being that it is necessary more than ever for these newspapers to identify special niches for themselves."

Holbein and his colleagues at Belden Associates are relying heavily on a technique for developing and analyzing personal time budgets which was developed by Prof. John Robinson of the University of Maryland. Consumers keep diaries that show how they spend their time, and this tells something about their lifestyles that can help newspaper managers set their targets, according to Holbein.

Another product of segmentation theory is geographic zoning, and Ruth Clark is applying "cluster-analysis" techniques to helping editors decide how to define the zones. Looking at a map isn't enough, she says.

"We had one client who tried to do it by looking at the map, and if you put the Montagues and the Capulets in the same zone, you couldn't have done a worse job," she

McCombs and Mohn confer on ANPA report.

says.

Cluster analysis starts with a survey which asks readers where they shop and what their interests are, particularly as those interests are related to geography. It then uses the computer to search for the geographic alignments that will put like-minded readers together.

Beyond surveys. Because survey research is the big ticket, high cash-flow item in the research arsenal, it tends to get the most attention and the biggest push from suppliers. Other kinds of research, however, can often do a better job because they deal with more stable phenomena than subjective attitudes.

Census data provide perhaps the best example. Publication of detailed 1980 census data has been delayed, but when it finally takes place, new opportunities for researchers and editors will be opened [**presstime,** Feb. 1980, p. 26]. A number of newspapers used 1970 Census data for small geographic areas to experiment with "regression models" to set circulation targets.

To visualize how this works, imagine a map of your city with the census tracts clearly marked, and with a number representing circulation penetration (circulation as a percentage of households) clearly marked in each tract.

As you view such a map you might say to yourself that one area has above-average penetration, but that's to be expected because it is affluent and suburban, while another neighborhood has low penetration, and that is also to be expected because it is poor and on the rural fringe.

Regression analysis can tell you how much these characteristics should affect a given neighborhood so that you can make allowances with more than educated guesses. It produces an equation that estimates how much circulation goes up with each 1-percent increase in persons in a given age bracket and how much it changes with each 1-percent change in persons in a given income bracket.

With such an equation, you can tell how much penetration to expect in each census tract and compare that expectation with what you actually have.

The result is a better map, one that shows whether a given census tract has more or less than the expected penetration. Where it is less, you can go there and sell newspapers; where it is more, you can go there and find out why in the hope of replicating that experience elsewhere.

This can be a tool for editors as well as circulation managers, because it can highlight the fringe areas where circulation is not meeting its potential and can suggest strategies for placing bureaus or otherwise expanding suburban coverage.

In another departure from survey research, some newspapers are trying to field experiments to see how page-one content affects street sales.

In its simplest version, this technique calls for two versions of a front page to be produced, with one version in some racks and another version in others.

The difference might be a color photo on page one, as opposed to black and white.

What these studies generally show is that newspaper buying is so much a matter of habit that the format or appearance of page one does not make much difference, although content does.

In a very ambitious version of this experiment, The Philadelphia Inquirer recorded page-one content and street sales data for

A primer for conducting focus-group research

By Linda L. Bentson

You don't have to be a large-city newspaper or have the services of a formally trained research specialist to conduct a successful focus group.

After completing a readership survey under the direction of Philip Meyer, author of the accompanying special report, we at the Grand Forks Herald were anxious for even more reader feedback. We were curious to find out if the comments of real, flesh-and-blood readers would coincide with our survey findings.

Linda L. Bentson

In addition, we wanted to look for explanations for some results that left us scratching our heads. Phil encouraged us to try a focus group, and he agreed to demonstrate how easy it is to assemble and conduct this type of research.

Let me describe some of the basic "how-to's" in getting a focus group going, based on Phil's pointers and our experiences at the Herald.

Bentson is educational and research coordinator for the Grand Forks (N.D.) Herald. Since last autumn, she has organized and conducted several focus group sessions at the Herald.

It's helpful to think of three major areas: planning, recruitment and execution.

The ***strategic planning*** should begin about a month before the focus group actually meets. The initial consideration is the kind of information to be sought. Think about the general kinds of questions you want answered. We wanted to find out our readers' perception of the Herald, so the first question we decided on was: "Is the relationship between the reader and the newspaper warm and human, or cold and impersonal?"

In addition to questions about the newspaper's personality, we wanted to get readers' reactions to our plans for upcoming changes in special sections, and possibly to generate additional ideas we could use in these sections.

The list of questions compiled was used as an outline guide for the subsequent focus-group meeting.

During this planning stage, decide on the type of readers you want to include in the group. It's easier to get a discussion going if there are some similarities in the group members' ages and educational levels.

We decided to meet first with readers between the ages of 34 and 53 who had some post-high school education and who lived in the rural or small-town areas outside of Grand Forks. We also decided that on the night following the first focus-group meeting we would repeat the exercise using readers from Grand Forks. This would give us a chance to contrast rural and city readers.

a year, along with other variables that might affect street sales, including weather, sports events, and whether bus drivers were striking on a particular day. Snow was found to decrease street sales by a tenth of 1 percent for each inch of fallen snow, while a transit strike cut street sales by 6 percent. Lead stories about national or international events pulled slightly better than state or local stories.

Much work remains to be done in this area, but it is conceivable that it could lead to a system for predicting how large the press run should be on a given day, and even the number of newspapers that should be left in a given rack.

The future. Where should newspaper research go from here?

It seems clear that more basic research needs to be done.

We need research that will clarify the relationship between the newspaper and its reader and isolate some of the cause-effect relationships in reader behavior.

It is very difficult to learn anything about cause and effect in the typical one-shot survey. The same people need to be followed over a period of time before researchers can be very confident about what causes some to be readers and others to be non-readers.

One indicator of the surprising lack of research in this area is the fact that the generally assumed cause-effect relationship between quality of the editorial product and newspaper circulation has never been conclusively documented.

It is true, as Lee Hills, retired board chairman of Knight-Ridder, pointed out to financial analysts in 1974, that newspapers of high editorial quality tend to be prosperous papers. But the direction of cause and effect is obscure.

Prosperity gives newspapers the resources they need to produce quality products. Hills argued that quality also pays off in the long run because it forges a strong bond with the reader that helps maintain the paper's market position.

"No company," he said, "ever prospered indefinitely with a mediocre product." Most newspaper editors take it as an article of faith that quality leads to prosperity, but if research can test anything at all, it ought to be able to test that simple hypothesis.

An experimental study by The Charlotte Observer two years ago made a start in that direction.

A sample of new subscribers was followed over several months. Early in the study, readers were asked which parts of the paper they read and liked. They were then followed to see which ones remained as subscribers and which ones dropped out.

It was found that whether or not a subscriber was going to continue the paper could be predicted with better-than-random accuracy by simply measuring the number of features he or she read.

Just another common-sense finding? Perhaps. But the more such findings can be quantified, the more can be learned about the subtle conditions that enhance or detract from that cause-effect relationship.

Such time-series studies are rare because they are costly and because they take a long time before producing results. But if just a little of the time and money spent on demographic cross-tabulation could be diverted to such basic studies, the newspaper business might have more assurance of long-term survival. ☐

The next stage—the ***recruiting of participants***—should start about two weeks prior to the meeting.

We used telephone numbers selected randomly from the directory for our calls. We started each phone call with an introduction and went on to say that we were in the process of making some changes at the Herald and wanted to get the opinion of some readers.

After receiving consent to ask questions, we went on to the specific questions that would help us find the category of readers we wanted, for example, age, education, etc. To those who met the category criteria, we briefly explained the focus-group idea, stressing the subjective and informal nature of the meeting, and asked the caller if he/she would be willing to participate.

We found enough readers who were anxious to share their opinions with the editors without payment beyond reimbursement for gasoline for out-of-town participants. You may find that a $10 or $20 payment per participant is necessary to encourage readers to attend.

Plan to have eight to 10 people per session, but it is important to invite a few more to allow for those who don't show up.

A follow-up letter mailed to participants right after the phone call verifies the time and date and formalizes the invitation. It is also a good idea to make last-minute, phone-call reminders one or two days before the meeting.

With all the difficult selecting and collecting work finished, it is almost time to enjoy the final stage, the actual ***conducting of the focus group***. I say "almost" because there are a few last-minute details to attend to first.

These include arranging for a tape recorder and someone to operate it, easy-to-read name cards, and coffee and cookies to help put participants at ease.

You will also need to inform editors and other observers about their roles. The participants are told to ignore the observers, who enter the room after the participants are seated. After some initial awkwardness, it was easy for our groups to tune out the observers.

When you begin the focus group, be sure to let the participants know that they may speak freely and discuss their views with one another.

As discussion leader, try to set a friendly tone. A little humor helps to relax the participants and put everyone at ease.

Use your list of questions as a guide, not as a rigid structure. Pick up on comments made, and follow and develop new ideas as they turn up.

After the discussion has gone on for an hour or an hour and a half—or until all questions are answered—introduce the observers and let them ask questions of participants.

Although it is impossible to make any generalizations from information gathered from a group of only eight to 12 people, we found the focus group to be a great way to generate ideas. In addition, participants expressed extremely positive feelings about being included in the group. They were impressed by the newspaper's interest in its readers.

We found focus groups can be an easy-to-master, low-budget and enjoyable way to gather information from our readers.

Government/legal roundup

(Editor's note: This compilation of government and legal issues affecting newspapers is prepared four times a year by the ANPA Government Affairs and Legal departments. The last one appeared in the December 1981 edition of **presstime**.*)*

Telecommunications

AT&T antitrust trial: AT&T and the Department of Justice Jan. 8 announced settlement of the 1974 antitrust case which has been in trial since last year. A major part of the settlement modifies the 1956 consent decree barring AT&T from engaging in unregulated services. Under the settlement, AT&T is required to divest itself of its local operating companies. AT&T long lines, Western Electric and Bell Labs would remain with the parent.

Legislation: Rep. Wirth (D-Colo.) Dec. 10 introduced his long-awaited common carrier legislation, HR 5158, the Telecommunications Act of 1981. Its prohibition against AT&T's providing both information content and transmission conduit is consistent with provisions in Senate-passed S 898, though perhaps clearer and tougher [**presstime,** Jan. 1982, p. 12]. Wirth planned hearings on his bill this month.

The 1956 consent decree: ANPA Dec. 23 filed an *amicus* brief seeking reversal of the District Court's order granting AT&T's "motion for construction." ANPA argued the order erred in concluding the consent decree does not prohibit implementation of Computer II, insofar as it would permit AT&T to become an electronic publisher.

Action: AT&T Nov. 30 filed notice with the FCC of its intention to set up a new wholly owned subsidiary by June 1 to provide computer processing services. Under the FCC's Computer II decision, which remains under appeal, the new subsidiary will not be regulated. AT&T initially planned to transfer $59 million in assets and loans, and 850 employees, to establish the new company. It said its plan was consistent with S 898.

(The three immediately preceding items are directly affected by the AT&T settlement. For details on all four of these items and their inter-relationship, see story, p. 12.)

Teletext: The FCC Nov. 27 released its notice proposing the authorization of a broadcast teletext service using the vertical blanking interval of broadcast television signals [**presstime,** Jan. 1982, p. 14].

Cable cross-ownership: ANPA has filed comments on the FCC staff report on cable cross-ownership policies. (See story, p. 16.)

Record-carrier legislation: A new law designed to foster increased competition in both international and domestic record-carrier traffic was signed by President Reagan Dec. 29. Affected are non-voice communications including telegram, telex and TWX services. The law lifts the prohibition against Western Union's providing international record-carrier services. (The day after congressional passage, the FCC voted to allow major international carriers to provide domestic service.)

Press Freedom

Freedom of information: The Senate Constitution Subcommittee Dec. 14 favorably reported S 1730 to amend the Freedom of Information Act along the lines sought by the Reagan administration. The bill would reduce significantly the amount of government information available to the public [**presstime,** Jan. 1982, p. 9]. In addition, President Reagan was considering an executive order on classification which could limit the amount of information made available to the public.

Criminal code: ANPA Nov. 30 recommended language for the Senate Judiciary Committee report on S 1630, urging clarification of several of the provisions in the criminal code bill which could affect the press [**presstime,** Jan. 1982, p. 9].

Libel: The two libel cases the U.S. Supreme Court had agreed to hear this term have been settled out of court. They were *Wilson v. Scripps-Howard Broadcasting Co.* and *Street v. NBC* [**presstime,** Jan. 1982, p. 11].

Business

Broadcast license renewal: The Senate Commerce Committee Dec. 10 passed S 1629, which would require the FCC to renew broadcast licenses without comparative hearings if licensees have not violated the Communications Act or FCC regulations. ANPA submitted comments to the FCC in January in favor of automatic renewal for licensees tendering "meritorious" service. (See story, p. 16.)

Joint operations: Administrative Law Judge Daniel H. Hanscom Jan. 15 recommended approval of the application for joint operation of The Seattle Times and Seattle Post-Intelligencer. Attorney General Smith will make the final decision in the case. (See story, p. 16.)

government/legal roundup

Nominations: The Senate Dec. 16 returned to President Reagan six nominations, including John Van de Water as National Labor Relations Board member, William Bell as chairman of the Equal Employment Opportunity Commission, Keith Adkinson as Federal Trade Commission member and Fred Malek as USPS governor. The action required Reagan to resubmit the names, or nominate replacements, after Congress convened its second session Jan. 25. Van de Water continues to serve as NLRB chairman under a recess appointment.

Canadian ownership: Federal action on Kent commission recommendations may be announced after the Canadian Parliament opens this month. Cabinet Committee on Communications Chairman James Fleming, meanwhile, has been critical of newspaper executives who have attacked the commission's findings [**presstime,** Jan. 1982, p. 52].

Public broadcast financing: Last year's budget reconciliation act created a special commission to explore and report to Congress on ways to supplant government funding of public broadcasting. This commission is seeking comments on a series of proposals, including one to allow public stations to run commercials and to deliver news and advertising—what it calls "Electronic Yellow Pages"—via teletext. PBS gets about 70 percent of its funding from federal, state and local governments.

Taxes

Estate taxes: The newspaper Tax Law Action Group Dec. 8 filed comments on S 1487, the Independent Local Newspaper Act [**presstime,** Jan. 1982, p. 9].

Forced media sales: A House-Senate conference will consider a provision to extend favorable tax treatment to income from FCC-forced sales of media property when such income is used to purchase a newspaper. The conference will be for HR 4515, a miscellaneous tax bill passed by the Senate Dec. 16.

Foreign conventions: The Senate Dec. 16 ratified a tax treaty with Jamaica which includes Jamaica as part of "North America" for purposes of business tax deductions of expenses for attending conventions or meetings. The action means IRS will recognize business expense deductions for meetings conducted in the United States, its territories and possessions, Canada, Mexico, and now Jamaica. Limits are placed on deductions for meetings conducted elsewhere unless it is "as reasonable" for the meeting to be held there as in the United States.

Newsprint and ink: The Minneapolis Star and Tribune Co. plans to appeal to the U.S. Supreme Court the Dec. 17 ruling of the Minnesota Supreme Court upholding that state's five percent tax on annual purchases of newsprint and ink exceeding $100,000. (See story, p. 17.)

Employee Relations

VDT regulation: House oversight hearings on radiation hazards of video display terminals, in which ANPA participated, developed no significant findings, and the House Science Committee's Oversight and Investigations Subcommittee will issue no report [**presstime,** Jan. 1982, p. 11].

Postal

Postal rates: Preferred mail rates for newspapers mailing within the county of publication, or mailing fewer than 5,000 copies outside the county, increased Jan. 10. (See story, p. 15.)

Postal E-Com service: The U.S. Postal Service Jan. 4 began its Electronic Computer Originated Mail service permitting commercial mailers to send computer-generated messages to 25 specially-equipped post offices nationwide, from which they are delivered as first-class mail.

Advertising

Volume discounts: The FTC's Los Angeles office is expected to make its recommendation on the requested dismissal of the 1977 FTC complaint against Times Mirror Co. in mid-February. The full commission ultimately will consider the recommendation [**presstime,** Jan. 1982, p. 31].

Cigarette advertising: In FTC comments Dec. 8, ANPA urged "special care" if the commission decides changes are needed in warnings on cigarette packages and in advertising [**presstime,** Jan. 1982, p. 10].

International

World press freedom: Losses during 1981 in press freedom and human rights were reported by both the International Press Institute and Freedom House. (See story, p. 18.)

UNESCO: At UNESCO headquarters in Paris, the former Culture and Communications Division has been split to provide a division-level communications sector. Gerard Bolla of Switzerland, deputy assistant director of the old division, was named to lead the new division. Appointed Bolla's deputy was Antonio Pasquali, a Venezuelan heavily involved with demands for a "new world information order." . . . The UN Development Program awarded a six-year, $60-million contract to the Malta-based Communications for Development organization to establish a "development information network" among developing nations. CODEV reportedly is closely associated with Inter Press Service, located in Rome, which links some 30 news agencies of non-aligned nations. □

Decree paves way for AT&T to diversify

By C. David Rambo
presstime staff writer

The historic tentative settlement of the government's antitrust suit against AT&T announced Jan. 8 allows a slimmed-down Ma Bell to offer news, advertising, cable television, data processing and any other services it desires.

The new, "national AT&T"—retaining its lucrative long-distance service, manufacturing arm (Western Electric) and research arm (Bell Labs)—also would keep control of the Yellow Pages.

But Bell's 22 local operating companies—accounting for two-thirds of AT&T's assets and one-third of its earnings—would be spun off from the parent. The local companies would be prohibited from publishing information over their own lines and from engaging in any services other than those of a common carrier.

In addition, the operating companies would be prohibited from discriminating against AT&T competitors in terms of access to the local lines and facilities.

Thus, "in terms of local telephone service, the agreement appears to be consistent with ANPA's efforts in the Congress to ensure a diversity of information sources," said Association Chairman and President Katharine Graham.

Those efforts have been based on the ANPA Telecommunications Statement of Principle setting forth the Association's position against a government-granted telephone monopoly's being permitted to "provide, control or have proprietary interest in any information (commercial or noncommercial)" transmitted over its own facilities [**presstime**, March 1981, p. 21].

While ANPA believes services to be allowed local operating companies under the agreement are consistent with the Statement of Principle, it has some questions about the role of the "national AT&T."

The ANPA Board of Directors, following discussion at its Jan. 18-21 meeting, issued a formal statement (see text below) addressing those concerns.

The Association also renewed its support for setting national communications policy in the legislative arena rather than in the courts or regulatory agencies (see **chairman's corner,** inside front cover).

The extent to which the legislative approach has been affected by the settlement was expected to be more in focus after late-January congressional hearings hastily called to discuss the settlement.

The hearings were scheduled in the Senate by Commerce Committee Chairman Bob Packwood (R-Ore.) and Judiciary Committee Chairman Strom Thurmond (R-S.C.), and in the House by Judiciary Committee Chairman Peter W. Rodino Jr. (D-N.J.) and Telecommunications Subcommittee Chairman Timothy E. Wirth (D-Colo.).

Even before those hearings began, however, the chief counsel of the Senate Commerce Committee, William Diefenderfer, who played a major role in drafting the Senate version of the legislation, S 898, predicted that there would be no legislation this term.

He pointed out that while S 898 passed the Senate 90-4 Oct. 7, the House bill, HR 5158, had not even gone through subcommittee hearings [**presstime**, Jan. 1982, p. 12].

Even though House Telecommunications Subcommittee hearings on HR 5158—at which ANPA will testify—are scheduled Feb. 2, 3 and 4, Diefenderfer believes House passage now would be "a Herculean" administrative task.

He also described HR 5158 as "anticompetitive," containing more restrictions on AT&T than the proposed agreement or

ANPA Board voices concern on 'national AT&T' possibilities

The ANPA Board of Directors issued the following statement at its mid-winter meeting in Dorado Beach, Puerto Rico:

ANPA adopted a Telecommunications Statement of Principle in February 1981. This statement supported the position that:

> Entities holding a government-granted telephone monopoly should not be permitted to provide, control or have proprietary interest in any information (commercial or non-commercial) transmitted over their own facilities.

The principle was premised on a national commitment "to diversity of information sources and to full competition" in the emerging electronic information marketplace. ANPA feared that "entry by AT&T into the offering of electronic information services, at this stage of the market's infancy," might impair both information diversity and competition to the detriment of the public.

The proposed consent decree settling the government's antitrust action against AT&T appears to be consistent with ANPA's statement of principle with regard to the service which will be offered by the divested Bell local operating companies. These carriers cannot publish information over their own monopoly transmission lines. This restriction should create an environment in which numerous information providers will be able to utilize local telephone company facilities to offer useful services to their subscribers.

The provision of information services by "national AT&T" over its own intercity network, however, appears to be permitted by the proposed decree. While transmission alternatives are beginning to develop, ANPA is concerned that this network may not be subject to effective competition at the present time. If so, consistent with its stated principle, ANPA believes that the free flow of electronic information over such transmission lines could be impaired.

When real competition exists among intercity transmission carriers, ANPA would see no objection to AT&T's entry into electronic publishing. However, until a showing is made that adequate alternative facilities are available to publishers who must rely on the interexchange network to reach the public, the courts and Congress should examine the advisability of deferring AT&T's authority to provide information over its monopoly facilities. In the meantime, AT&T should be required to make its facilities and services available to all information suppliers on a nondiscriminatory basis.

S 898. As such, he predicted HR 5158 would encounter sharp opposition from the Justice Department and the Reagan administration generally; from AT&T and its employees' union, the Communications Workers of America; and from the Senate if the two bills were to go to conference in present form.

Wirth, sponsor of HR 5158, believes the AT&T settlement does not obviate the need for legislation. "Instead, it makes passage of legislation in this Congress even more critical," he said in a Jan. 19 letter to Mrs. Graham.

"The fight is by no means over with respect to ensuring the development of a competitive electronic information market" through legislation, he said.

Referring to newspapers' concern about AT&T's publishing information over its own lines, Wirth maintained that the problem has not been eliminated. "While initial concern in this area was centered on the offering of electronic information services over local bottleneck facilities, the same anticompetitive threat is posed by the use of monopoly long-distance facilities," he said. AT&T controls more than 90 percent of the nation's long-distance lines.

The subcommittee chairman earlier had expressed fears that the settlement could have an adverse impact on local telephone rates, considering that 46 percent of local operating companies' revenues in 1980 came from the parent AT&T. Those subsidies were generated by long distance, Yellow Pages, equipment services and others, he said.

Nevertheless, Wirth said the settlement may be "workable" if legislation is adopted to oversee access charges—the fees imposed by the local companies for long-distance carriers' use of their lines. There is such a mechanism in HR 5158.

Assistant Attorney General William F. Baxter and AT&T Chairman Charles L. Brown acknowledged there may be an increase in local rates. But in announcing terms of the proposed settlement, they denied that there would be an immediate sharp increase.

Baxter and Brown added that rates were slated to go up anyway under current legislative proposals, and as AT&T proceeded with attempts to be competitive in the long-distance market while coping with inflation. companies, subject to regulatory review, will have the ability to protect themselves according to how they set access charges.

The tentative agreement would void the 1956 antitrust consent decree on file in U.S. District Court, Newark, N.J. That decree originally prohibited AT&T from engaging in "unregulated" markets, although Judge Vincent P. Biunno last September interpreted it to mean that AT&T could offer enhanced services as specified under the Federal Communications Commission's Computer II decision [**presstime**, Dec. 1981, p. 18].

Under the Computer II decision, AT&T could engage in a broader range of services in data processing and other new-technology fields, from which it previously was barred, provided such activities were carried out by a separate subsidiary.

Biunno's interpretation was appealed by the Justice Department, and ANPA Dec. 23 filed a friend-of-the-court brief in the 3rd U.S. Circuit Court of Appeals, Philadelphia, supportive of the government.

The "modification" of the 1956 consent decree was the major part of the proposed settlement announced Jan. 8. Biunno Jan. 11 agreed to the "modification"—the quickness of his decision stunning many observers. Later, on Jan. 15, he transferred the proceeding to the U.S. District Court for the District of Columbia for a longer review by Judge Harold H. Greene, who had presided over the landmark antitrust case.

Greene Jan. 13 said he would withhold judgment on dismissal of the suit until he could decide whether the new consent decree would be in the public interest. Consequently, on Jan. 21 he voided Biunno's decision to let the settlement go into effect and set up a mechanism to receive public comment.

The government by Feb. 5 must publish terms of the proposed settlement and reasons the government accepted it; there will follow a 60-day period for submission of public comment and another 15 days for government response.

Greene said he also may hold hearings or appoint experts to examine the proposed settlement.

Public reaction to the proposed settlement so far has been mixed, with most AT&T competitors and users reserving comment until further analysis.

However, Richard E. Wiley, who has served as outside communications counsel for ANPA, labeled the settlement "a brilliant masterstroke" on AT&T's part. "They gave away the future railroads of this industry, kept the moneymakers they already had, and won the right to go after everything else on the high-revenue side," he said.

What happens to office telephone systems?

Under the proposed agreement reached between the government and AT&T, so-called "customer premises equipment"—telephone instruments and switchboards—may not be supplied by the local operating companies, which will be spun off from AT&T.

The equipment may be supplied by the new "national AT&T," which retains its equipment-manufacturing arm, Western Electric.

What the change will mean to current Bell equipment lessees is a question that has prompted some concern among publishers.

It's a question that currently has no answer. According to AT&T spokesman Pickard Wagner, "those details will be worked out."

(Most Bell equipment currently is provided on a leased basis, with billing done through monthly telephone statements and maintenance performed by local operating company personnel. The outright sale of telephone equipment was begun by the company only last year.)

Wagner would not speculate on what options AT&T might consider. He indicated the subject could be addressed in the plan the company must file by July with the Justice Department spelling out how it will implement the settlement.

In any case, ANPA Vice President/Technical William D. Rinehart points out the final settlement is not likely to take effect before July 1983 and could be much later, giving publishers sufficient time to consider the options.

A number of newspapers already have other-than-Bell telephone systems [**presstime**, July 1980, p. 46]. The ANPA Telecommunications Department currently is conducting a review of these alternative systems.

Telecommunications notes

In a decision expected to have great impact on **municipal franchising of cable television**, the U.S. Supreme Court Jan. 13 said city governments are not exempt from antitrust laws as are states.

The case, *Community Communications Inc. v. City of Boulder, Colo.*, involves a suit against Boulder for imposing a moratorium on cable system expansion [**presstime,** Oct. 1981, p. 16]. Community Communications claimed the action hampered its ability to compete.

In its 5-3 decision, the court ruled municipal regulation of business enterprises such as cable TV is not exempt from antitrust suits. The only exception is when a city carries out a "clearly articulated and affirmatively expressed" state policy, Justice William J. Brennan Jr. said in the majority opinion.

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The Arbitron Co. Jan. 14 released its first viewership study of eight of the major, satellite-distributed **cable television networks.**

Home Box Office was the most popular during the Nov. 16-22 period measured by Arbitron. Next most popular was Showtime, followed by advertiser-supported Atlanta super-station WTBS and Cable News Network.

• • •

Knight-Ridder Newspapers Inc. and Tele-Communications Inc. Dec. 21 announced the first acquisitions by **TKR Cable Co.**, the joint venture company they formed earlier that month to acquire, develop and operate cable television systems [**presstime,** Jan. 1981, p. 14].

The TKR purchase of Cross Country Cable systems, serving 42,000 subscribers in 21 northern New Jersey communities, was scheduled to be completed by the end of January.

The company also will acquire, this month or next, systems currently owned by TCI serving 38,000 subscribers in New Jersey and New York State. The total value of the properties is about $89 million.

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Dow Jones & Co. Inc. has completed the purchase of 1.1 million shares of common stock of Continental Cablevision Inc., bringing its percentage ownership in the cable television operator to 24.5 [**presstime,** Jan. 1982, p. 14]. In a Dec. 30 announcement, Dow Jones said 3,209,558 shares had been tendered in response to its offer to purchase the stock for $25 a share.

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Times Mirror Videotex Services Inc. and **Infomart** have formed a joint venture company to operate videotex services in U.S. markets and to market Infomart videotex software. Times Mirror Videotex Services Inc. is a division of The Times Mirror Co. Infomart is a joint venture between two Canadian communications companies—Torstar Corp. and Southam Inc.

The new company, as yet unnamed, will conduct a field trial of a videotex service beginning March 15 in the Los Angeles suburbs of Palos Verdes and Mission Viejo. Both cable television and telephone wires will be used to distribute information to 350 participating households.

The six-month test will emphasize transactional services over information services. The company also will sell Infomart's videotex software, which is based on the Telidon technology developed by the Canadian government.

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Electronic publishing divisions of **The New York Times** and **The Globe and Mail of Toronto** began marketing each other's electronic news services on Jan. 1.

In the United States, The New York Times Information Service is marketing Info Globe, the full text of The Globe and Mail going back to November 1977, and Marketscan, a compilation of the high, low, closing prices and volume of stocks traded on the Toronto, Montreal, Vancouver, Alberta, New York and American stock exchanges.

SAT-FAX proceeds

The ANPA Board of Directors Jan. 18 accepted the recommendation of the SAT-FAX Steering Committee that a "mini test" of a satellite advertising delivery system be conducted with support of participating newspapers [**presstime,** Jan. 1982, p. 13].

While such a test would not be a project of ANPA or the Newspaper Advertising Bureau, representatives of both organizations and the steering committee are having a series of meetings with firms in the national ad distribution business to explore mechanics of a test.

In Canada, Info Globe is marketing The Information Bank, abstracts from the Times and about 55 other publications; The New York Times-On Line, the full-text of the Times going back to June 1980; and several other abstracts and information services.

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Independent Publications Inc. of Bryn Mawr, Pa., publisher of the Santa Barbara (Calif.) News-Press, the Nashua (N.H.) Telegraph and 18 other daily and weekly newspapers, has formed an electronic publishing subsidiary. Beginning this spring, NewsNet Inc. will distribute the full text of newsletters, primarily serving the telecommunications and publishing industries, over time-sharing telephone networks to personal computers or terminals. Electronic clipping and mail services also will be available. The cost to use the service will be $24 an hour during business hours, $18 in off-peak hours.

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The number of **electronic data bases** has grown 25 percent in one year, according to Cuadra Associates Inc. of Santa Monica, Calif., publisher of the *Directory of Online Databases*. The fall 1981 edition of the directory lists more than 960 data bases available to the public.

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The U.S. delegation to an international agency that will adopt a **universal videotex standard** has been unable to agree on what standard this country will support [**presstime,** April 1981, p. 24].

Earl S. Barbely, chairman of the group named by the State Department, said his panel will ask the conference—the International Telegraph and Telephone Consultative Committee (CCITT)—meeting Jan. 26-Feb. 3 in Geneva, Switzerland, to defer a decision on the standard.

Barbely, chief of the conference staff of the FCC's common carrier bureau, said his group needs more time. He added that he foresees no problem with the request. ☐

Newspapers disagree on extent of threat from 'marriage mail'

By C. David Rambo
presstime staff writer

It appears that higher third-class rates imposed last fall so far have served as little deterrent to direct-mail firms. Almost everybody who is watching the situation agrees on that point.

However, publishers disagree on just how serious a threat bulk "marriage mail" now poses to newspapers' advertising-insert business.

At issue are the direct-to-the-consumers'-mailbox marketing efforts whereby two or more ad supplements are piggybacked and mailed at a price which many perceive as still relatively low, even after the rate hike imposed Sept. 30.

Some publishers fear that marriage mail is capable of shaking the economic foundation of the newspaper business [**presstime,** Nov. 1981, p. 16]. "We ought very much to be alarmed about the possibilities of marriage mail," says Arlin Albrecht, publisher of the Republican Eagle in Red Wing, Minn., and a member of the ANPA Postal Committee.

But some of his counterparts at other newspapers, such as William E. Branen, president of Southern Lakes Publishers Inc. of Burlington, Wis., are more sanguine in their assessments.

Virtually all sources say the problem with analyzing the effect on newspapers is that market factors vary widely. "There is no pat answer," observes James H. Hollis, vice president/mass merchandising sales of the Newspaper Advertising Bureau. Branen says that in some places marriage mail definitely (is) a problem" for newspapers.

But he adds, "We are always pressing the button too fast" when problems arise. "This is not the end. There are too many factors."

Branen predicts advertisers using shared mail eventually will get into intramural scraps over whose material will get better placement in the package. Advertisers also will come to realize that marriage mailing "is like having their clerks in the competitor's store," he says.

Furthermore, Branen says, retailers may tire of the often poky nature of third-class delivery. He points out that postal labor contracts require carriers to deliver no more than two, third-class pieces per day to any household, although in practice carriers often deliver more.

Another plus for newspapers is that the maximum weight allowed for a marriage-mail package is one pound. "After that, it becomes fourth-class parcel post, and you know what happens to parcel post," Branen notes.

But regardless of any inherent advantages newspapers enjoy, they are not sitting back and relaxing. Many are engaged in vigorous campaigns to meet the competition head-on.

Some of those efforts include:

- Launching a newspaper's own marriage-mail packages.

The Omaha (Neb.) World-Herald, after losing a K mart supplement and some food advertising, plans to start this month or next a marriage mail program called "Circulation Plus," said Robert B. McNutt, vice president and advertising director.

The publication will consist of a jacket containing editorial matter wrapped around ad supplements, and it will be mailed weekly to all nonsubscribers.

- Using total-market-coverage or target-market-coverage vehicles to give advertisers the option of full or zoned penetration [**presstime,** Oct. 1980, p. 5].

The Dallas Times Herald, "to a degree" in response to loss of insert business, launched a free, weekly publication last fall, said Marketing Systems Manager Marlon F. Hanson.

- Talking more with advertisers and trying to find ways to better serve them.

One way newspapers have been able to do that ironically involves "striking a deal" with competing shoppers, according to Wisconsin publisher Branen. Some dailies have been able to offer their advertisers total market coverage by paying the competing publication to deliver where the daily does not cover, he explains.

The various options available to newspapers will be explored in an ANPA special seminar tentatively scheduled for Dallas in May. The seminar will focus on defining the nature of the direct-mail problem as well as how newspapers can respond and benefit from the mails themselves. □

Higher rates may boost subscriber prices

Newspaper executives are saying that the dramatically higher rates being charged to mail newspapers in certain circumstances may lead to higher prices for the subscriber.

"Nobody, absolutely nobody, budgeted for this sort of thing," observed William B. Aylward, assistant circulation manager of the Akron (Ohio) Beacon Journal and chairman of the International Circulation Managers Association's Postal Committee.

It was known that USPS would have to boost certain rates to accommodate federal budget cuts approved late last year [**presstime,** Sept. 1981, p. 12]. But the enormity of the rate increases implemented Jan. 10 for some categories of mail shocked many.

Newspapers are affected by two of the rate changes:

- Limited-circulation mail rates increased up to 255 percent. This category covers second-class mailings of fewer than 5,000 copies of a newspaper outside the county of publication.

These rates, figured on a per-piece basis, went from 1.1 cents to 3.9 cents for each copy that is pre-sorted by the newspaper according to Postal Service carriers' routes; from 1.6 cents to 4.4 cents for copies pre-sorted by ZIP Code; and from 3.2 to 6 cents for copies pre-sorted according to USPS regional facilities.

- Second-class mailings within the county of publication went up 33-46 percent in the per-piece category and 15 percent in the per-pound category. Newspapers mailed in this category are charged under a formula based on both factors. Depending on the level of pre-sort, the per-piece rates went from 1.3-1.9 cents to 1.8-2.4 cents. The per-pound rate went from 3.4 to 3.9 cents. □

Next-to-the-last hurdle cleared in bid for Seattle joint pact

Administrative Law Judge Daniel H. Hanscom Jan. 15 recommended that the attorney general approve the proposed joint operating agreement between The Seattle Times and Seattle Post-Intelligencer [**presstime,** Jan. 1982, p. 10].

Hanscom, who conducted a month-long hearing on the matter, said he agreed with the newspapers that the P-I is "in probable danger of financial failure and is a failing newspaper within the meaning of the Newspaper Preservation Act."

He dismissed arguments of the Justice Department's Antitrust Division that the joint operation should be denied because of evidence—based on "incremental analysis"—that considering tax and other advantages, the P-I returns a net financial benefit to its owner, the Hearst Corp. Hanscom said using such analysis was "a flagrant violation of the act" because Congress intended newspapers to be judged for eligibility regardless of ownership or affiliation.

However, he noted that "were it not for infusions of capital from Hearst, the probabilities are that the Post-Intelligencer would have failed long ago."

Hanscom also rejected contentions of the Antitrust Division and local opponents of the proposed newspaper merger that, given a little more time, the P-I can return to profitability.

"These Pollyanna-like assertions are not based on anything really tangible," he said. Such optimism is founded on "little more than hopeful speculation and conjecture, ungrounded in reality. Nothing has happened to justify such assertions and optimism," he added.

Opponents had argued in part that the P-I is in trouble because of mismanagement over the years. But Hanscom said of that charge, "No evidence was produced and nothing has come to light in this proceeding indicating willful or culpable mishandling or culpable neglect of the Post-Intelligencer by the Hearst Corp. or of anything other than honest efforts to solve its problems."

Opponents also claimed that numerous offers to buy the P-I from well-heeled suitors were a strong indication that the newspaper could be salvaged. The administrative law judge again disagreed, saying that the act does not require Hearst to offer the property for sale or to demonstrate that it cannot be sold to a buyer willing and able to continue it as an independent editorial voice.

Parties in the case were given 45 days to file comments with the Justice Department on Hanscom's recommendation.

Thereafter, Attorney General William French Smith will decide whether the Seattle papers may join all operations except editorial and enjoy limited antitrust immunity as allowed under the act. No deadline is set for his decision, and the Justice Department could give no indication as to how long Smith will take.

The only other hearing on a proposed joint operating agreement was held early in 1979 for The Cincinnati Post and The Cincinnati Enquirer, which had asked approval for their joint operating agreement in September 1977.

In that case, Administrative Law Judge Donald R. Moore recommended approval of the pact in May 1979. The Antitrust Division concurred with the recommendation. Then-Attorney General Benjamin R. Civiletti approved the joint agreement in late November 1979, and the Enquirer began printing the Post Dec. 7 [**presstime,** Jan. 1980, p. 19]. □

Regulatory notes

A **reorganization of the Federal Trade Commission** will take effect Feb. 2.

In the Bureau of Consumer Protection, 42 separate programs will be consolidated into 22. The bureau's advertising programs, now located in three divisions (advertising practices, food and drug advertising, and energy and product information), will be combined in an advertising practices division.

In the Bureau of Competition, offices for specialized litigation will be consolidated into five general litigation offices.

And in the Bureau of Economics, support for the law enforcement activities of the other two bureaus will be enhanced and economic research strengthened. In addition, an office will be established to give economic advice throughout the commission.

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In comments to the Federal Communications Commission, ANPA Jan. 18 said it "strongly supports" retaining the **ban on telephone companies owning cable television** systems in their service areas.

The statement came in response to a call for comments on an FCC staff recommendation that the basic features of the current cross-ownership prohibition be retained [**presstime,** Dec. 1981, p. 18].

ANPA said it agrees that "the benefits of increased competition in telecommunications facilities warrant retention" of the ban.

The Association noted that the recent AT&T-Justice Department settlement prohibits local telephone operating companies from providing any information service, a provision it said is "entirely consistent" with the FCC staff recommendation.

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The FCC has opened an inquiry into the **broadcast license-renewal process**.

It is considering automatic renewal of licenses for broadcasters who perform with merit. Under current rules, regardless of a broadcaster's performance, a full-scale comparative hearing must be conducted if a competing application is filed for the license up for renewal.

ANPA, some of whose member newspapers also have broadcasting interests, told the commission Jan. 15 it "agrees wholeheartedly" with the automatic-renewal plan.

Legislation that would provide for automatic renewal was approved in December by the Senate Commerce Committee.

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The Occupational Safety and Health Administration is seeking comments until March 15 on a proposal for six "voluntary" programs to replace the agency's routine **safety and health inspections**. □

ANPA opposes guidelines for closing courts

ANPA will oppose a proposed addition to the Federal Rules of Criminal Procedure establishing guidelines for closure of federal pretrial and trial proceedings.

The guidelines have been proposed by a committee of the Judicial Conference of the United States based on U.S. Supreme Court decisions in *Gannett v. DePasquale* and *Richmond Newspapers Inc. v. Commonwealth of Virginia*.

James D. Spaniolo, general counsel of The Miami Herald, who will testify this month against the proposal on behalf of the Herald and ANPA, said "it's inappropriate . . . to in effect propose a constitutional standard on closure when the issue is not fully settled by the Supreme Court."

There still is confusion regarding how much the Richmond decision—settling a closed-trial case in favor of the press [**presstime,** Aug. 1980, p. 10]—affects pretrial proceedings, he said. And the Gannett decision—dealing with a closed pretrial proceeding—is baffling itself in the view of many observers.

Another argument against establishing guidelines now, Spaniolo said, is that the court has before it this term another closure case, *Globe Newspaper Co. v. Superior Court of Norfolk County*. ANPA and other press organizations have filed a friend-of-the-court brief in that case asking the justices to elaborate on their previous closure statements. (See story below.)

The proposed federal guidelines would allow closure if two conditions are met:

- There is a "reasonable likelihood" dissemination of information would interfere with a defendant's right to a fair trial by impartial jury. Spaniolo said the term "reasonable likelihood" is unsatisfactory.
- The prejudicial effect on fairness "cannot be avoided by any reasonable alternative means."

Spaniolo also criticized a provision for "partial closure" as being "highly dangerous" and amounting to "an unconstitutional prior restraint" under the Supreme Court's decision in *Nebraska Press Association v. Stuart*.

Under "partial closure," judges would have authority to admit members of the press and public on condition that they not tell others what happened during the proceedings.

The proposed guidelines, drafted by the Judicial Conference's Committee on Rules of Practice and Procedure, will be the subject of public hearings Feb. 10-11 in Washington, D.C., and Feb. 11 and 12 in Chicago and San Francisco. The record will remain open until May 15 for written comments.

The committee will evaluate comments this summer and in September may send its final draft to the 27-member Judicial Conference, headed by Supreme Court Chief Justice Warren E. Burger. If approved, the proposal would be submitted for endorsement by the full U.S. Supreme Court. If the justices approve, the new regulation would go to Congress by April 30, 1983, and become part of federal court rules unless vetoed by Congress in 90 days.

Court briefs

About 30 press groups including ANPA filed a friend-of-the-court brief Jan. 12 urging the U.S. Supreme Court to further elaborate on when **courtrooms should be open or closed**.

The "stringent requirements of First Amendment due process, and the unfortunate explosion of judicial closures over the past two and one-half years, suggest the need for this court to adopt more clearly articulated standards for closure to guide the state and lower federal courts," the brief said.

The brief was filed on behalf of The Boston Globe in *Globe Newspaper Co. v. Superior Court of Norfolk County*. The newspaper is appealing a Massachusetts Supreme Judicial Court decision that testimony of minor rape victims must be taken in closed session [**presstime,** Dec. 1981, p. 14].

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The Oklahoma Supreme Court has **overturned a $1-million libel judgment** against The Daily Oklahoman and Oklahoman City Times, saying news coverage, editorial comment and an editorial cartoon concerning Oklahoma City attorney George Miskovsky were not defamatory.

Miskovsky, a 1978 candidate for the U.S. Senate, in a press conference raised questions concerning the alleged homosexuality of another candidate, then-Gov. David Boren. The newspaper reported on the incident and criticized Miskovsky editorially. Miskovsky claimed he had been libeled.

The state Supreme Court said that the newspapers' reporting was "straightforward" and that their editorial comments could not form the basis of a libel action because they were "judgmental" and "cannot be verified as true or false." The court also held that the newspaper ran the cartoon with no reckless disregard for the truth.

Miskovsky said he would appeal.

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Acting in his last days in office, former New Jersey Gov. Brendan T. Byrne Jan. 18 **pardoned The New York Times and reporter Myron Farber** for refusing to comply with a subpoena and turn over notes for the 1978 "Dr. X" murder trial. Farber spent 40 days in jail on contempt charges stemming from the case [**presstime,** April 1980, p. 20].

Byrne Jan. 19 also ordered that a $101,000 fine for criminal contempt be refunded to the Times. Whether the paper will be refunded another $185,000 fine for civil contempt is up to the Bergen County Superior Court to decide.

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The Minnesota Supreme Court has **upheld the constitutionality** of the state's 5-percent use **tax on publications' annual newsprint and ink purchases** in excess of $100,000 [**presstime,** Dec. 1981, p. 16].

The unanimous decision Dec. 17 reverses a ruling in 1980 by a lower court judge.

The Minneapolis Star and Tribune Co., which challenged the constitutionality of the tax, will appeal the state court's decision to the U.S. Supreme Court, according to Norton L. Armour, the company's senior vice president and general counsel.

Reports show press controls tightened around globe in 1981

UNESCO proposals for a "new world information order" are beginning to be reflected in growing press restrictions around the world, according to recent reports by the International Press Institute and Freedom House.

"More and more governments in the developing countries are introducing restrictive press laws aimed at controlling their media . . . and thanks to UNESCO's communications policy, these governments believe that these moves have an air of acceptability," Peter Galliner, IPI director, reported.

"Nicaragua repeatedly used rationales heard at UNESCO to suspend or penalize La Prensa, the opposition daily that had also opposed the Somoza regime," noted Leonard Sussman, executive director of Freedom House.

In his annual roundup on press freedom, Sussman described the news media in 1981 as free in 24 percent of the world's nations, partly free in 20 percent and not free in 56 percent, virtually the same percentages as in 1980.

Galliner said the situation for journalists in general deteriorated in 1981.

In addition to government restrictions, violence continued to characterize journalism in many countries.

Sussman reported that 22 journalists are known to have been murdered in 1981, an increase over both 1979 and 1980 [**presstime,** March 1981, p. 23]. Fourteen news people were assaulted, tortured or kidnapped, and 58 were arrested in the course of their business. Freedom House described Central America as "the most murderous sector for journalists."

Intimidation and harassment were directed at foreign correspondents as well as domestic media in many countries, making it virtually impossible to cover many major news stories.

In Angola, reporters were barred from visiting some sections of the country; in China and South Africa, certain people were considered off-limits for interviews; Iran and Uganda expelled foreign correspondents and refused to let new ones enter; in a growing number of countries, all dispatches were censored.

"Soviet (Union) authorities also remain unwilling or unable, particularly at short notice, to provide information about such simple matters as fires, aircraft accidents and the like, greatly complicating the work of correspondents and detracting from the accuracy of their reporting," the IPI reported.

In its report on the United States, the IPI criticized the Reagan administration's refusal to release information that had been available routinely from the Central Intelligence Agency, National Security Council, State Department and the Defense Department in the past .

Sussman, however, noted the Reagan administration's strong support of legislation that would end U.S. funding to UNESCO if it implements policies detrimental to the free flow of information [**presstime,** Oct. 1981, p. 21]. ☐

Press freedom committee has $500,000 balance

The World Press Freedom Committee finished 1981 with more than $500,000 on hand, according to Chairman Harold W. Andersen. That sum represents a small amount carried over from 1980 and the results of a fund-raising effort that began in late 1980 and is still under way.

Some of the $500,000 will be spent this year on assistance projects [**presstime,** Oct. 1981, p. 19], participating in conferences on press freedom and fixed operating expenses.

WPFC Executive Director Dana Bullen said the committee maintains a fund reserve to cushion it against wide variations in revenue derived from donations from newspapers, newspaper organizations, broadcasters and foundations.

Andersen, president of the Omaha World-Herald Co., said some of the funds currently on hand represent three-year pledges that were paid in full the first year. Payments from other pledges will be stretched out until 1983 or even 1984. ☐

World press notes

Nicaraguan newspaper publisher Pedro Joaquin Chamorro Barrios has been named recipient of the 1982 **Golden Pen of Freedom** by FIEJ, the International Federation of Newspaper Publishers.

Chamorro, who was nominated by ANPA [**presstime,** Jan. 1982, p. 15], publishes La Prensa of Managua.

The newspaper was shut down five times in 1981 by Nicaragua's Sandinista government. It has been threatened with permanent closure for stories critical of the government's economic policies.

Chamorro, 30, was chosen to receive the Golden Pen at the FIEJ Executive Committee meeting Jan. 22 in Dorado Beach, Puerto Rico.

Recent Golden Pen recipients include Spanish publisher Jose Javier Uranga (1981) and exiled Argentinian publisher Jacobo Timerman (1980) [**presstime,** March 1981, p. 24].

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The actual awarding of the Golden Pen will take place during the 35th **FIEJ Congress**. The theme of the May 24-28 meeting in Oslo, Norway, will be "Newspapers: Surviving in a Changing World Environment."

Scheduled discussions include government aid to newspapers; employee relations; rising costs and falling productivity; reader attitudes; and changes in distribution, editing and production.

Sightseeing tours will be available.

ANPA is a member of FIEJ, and executives of ANPA-member newspapers are eligible to attend the annual congress. For registration information, contact Martin Casey, ANPA manager/government affairs, The Newspaper Center, Reston, Va.

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The theme of the annual **International Press Institute Assembly** May 9-13 in Madrid, Spain, will be "Towards a Free Press."

The American Committee of IPI will release further information about the meeting as it becomes available. ☐

State-run projects dominate requests at UNESCO meeting

The United States and several other Western nations have refused to pledge funds for communications development directly to the UNESCO-sponsored International Program for the Development of Communications.

That position was announced during the second meeting of the 35-nation Intergovernmental Council of the IPDC, Jan. 18-25 in Acapulco, Mexico. And the position came in for heavy criticism.

India's Majarah Krishna Rasgotra pointed out that the United States was one of the countries that originated the idea of the IPDC. "How can we explain the continuing indifference?" he asked.

UNESCO Director General Amadou Mahtar M'Bow, who attended two days of the meeting, said Western governments had been "traumatized" by press stories alleging UNESCO support for press restrictions. M'Bow described such stories as inaccurate and "verging on madness."

France, with a pledge of $2 million over the next five years, led a number of nations, some of them poor, that offered more than $5 million to the IPDC. Requests from developing countries for about $60 million in communications projects were disclosed [**presstime,** Nov. 1981, p. 17]. These included a Pan-African News Agency pooling a number of government information ministries and a similar Asian news network.

World Press Freedom Committee Executive Director Dana Bullen, who attended the Acapulco meeting, said that as originally proposed, the Asian network would include provisions that each country's government news agency would control the flow of news from all international wire services into each country. That aspect of the network was opposed by the WPFC and the Inter American Press Association.

Instead of donating to the IPDC, several free-press countries released lists of communications development projects they already are funding, and the United States announced that $100,000 was available for communications projects through the U.S. Agency for International Development. ☐

Transportation notes

(Compiled by the ANPA Newsprint/Traffic Department, this column features information about transportation developments that may affect newspapers' shipments of newsprint and equipment.)

Insurance premiums may dip for many commercial newspaper delivery vehicles in the United States as more states adopt classification changes for specialized delivery vehicles.

The Insurance Services Office said 30 of the 48 states in which ISO has filing authorization have made those changes, and it expects more to come.

Further details will follow from ANPA's Newsprint/Traffic Department.

ISO is a New York-based insurance statistical, advisory and rating firm representing about 80 percent of the commercial automobile and truck business.

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Seven of 13 railroad unions have ratified a new 39-month **contract with U.S. railroads** retroactive to last April 1. Officials said the total package amounted to a wage and benefits increase of more than 40 percent. Another union has reached a tentative contract agreement, while five others still are negotiating [**presstime,** Dec. 1981, p. 15].

In Canada, rail labor negotiations are under way for a number of large and small unions whose contracts expired Dec. 31.

If the parties are not able to reach agreement, the Canadian Labor Code has a requirement that before a lockout or strike could occur, certain steps must be exhausted, including requesting conciliation. This could take from 60 to 90 days from the date that conciliation is requested.

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The Federal Railroad Administration has **sold** 93.4 miles of **Conrail track** in Massachusetts and Connecticut to the Boston & Maine and New England Southern railroads. The property is broken into five separate lines, three of which the B&M will take over. The New England Southern will take the other two, contingent upon the company's obtaining a state railroad charter and sufficient financing by March 1.

The FRA also has proposed to transfer to the Providence & Worcester Railroad all Conrail lines in Rhode Island and a portion of the Shore Main Line from Old Saybrook, Conn., to the Rhode Island border. The B&M and Conrail would divide trackage in Connecticut according to a previous agreement. These plans must be approved by a special court set up to handle Northeast railroad bankruptcies. It must decide on the proposals by June.

The Northeast Rail Service Act of 1981 required the transfers of many Conrail lines in Massachusetts, Connecticut and Rhode Island [**presstime,** Sept. 1981, p. 17].

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The Interstate Commerce Commission Dec. 22 approved a quarterly **cost-recovery rate increase** of 4.7 percent for U.S. railroads. It was effective Jan. 1 for traffic within the United States and Jan. 20 for traffic from or to Canada [**presstime,** Nov. 1981, p. 16].

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The ICC has set March 31, 1983, as the termination date for the Kansas City Terminal Railway **claim-handling unit** which processed claims arising from KCT's directed-service operations over the bankrupt Chicago, Rock Island and Pacific Railroad [**presstime,** Aug. 1981, p. 42]. But the commission said claims should be filed well in advance to permit sufficient time for settlement. It added that federal funds now available to subsidize the KCT's operations probably will be exhausted early this year, and continuation of claim-settlement operations through March 31, 1983, is contingent on a supplemental federal appropriation.

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The **St. Lawrence Seaway** Development Corp. and the St. Lawrence Seaway Authority of Canada have agreed on tariff increases to take effect when the 1982 navigation season begins this spring. Increases will average 18 percent this year and 10 percent in 1983 for commercial vessels and cargo traveling the entire seaway between Montreal and Lake Erie.

General cargoes—including newsprint—will go up 26 cents a metric ton to $2.41 this year, and 15 cents a metric ton to $2.56 next year [**presstime,** Oct. 1981, p. 50]. ☐

News photography zooms in on electronic age

By C. David Rambo
presstime staff writer

While newsrooms, mail rooms and business offices have undergone radical change with the advent of computers, one component of the daily newspaper operation—the photography department—has gone about its business in basically the same fashion over the last 80 years.

But a new development is in the offing, one which some photojournalists hope won't reduce their craft to the level of a robot.

The compact, 35mm single-lens-reflex camera, which nearly three decades ago replaced the awkward 4-by-5-inch Speed Graphic as the mainstay of newspaper photography, itself is about to be rendered obsolete by the electronic still camera.

That device, which records images in digital form rather than on film, is eyed as one of the next major steps in applying computer technology to the newspaper businesss.

Moreover, the evolution to a new era in photography is approaching at a time newspapers are placing more value on visuals. They are depending on photographs to accentuate good design and are employing more people—primarily picture editors but also photographers, sources say—who have a hand in the selection and use of photographs.

The Mavica. Most attention in the picture-by-computer wave is focused on Sony Corp. Last August, it unveiled the Mavica, the prototype of its electronic still camera [**presstime,** Oct. 1981, p. 44].

The Mavica, which resembles a 35mm camera, uses a magnetic disk to record images in digital form. As yet it does not yield images with sufficient detail for newspaper reproduction. But Sony officials say quality will improve.

"It's not a question of 'Will the resolution be good enough?' but 'How soon will it be good enough?'" says Robert D. DePiante, a former newspaper photographer and now assistant managing editor of The Charlotte (N.C.) Observer.

Observers say once a newspaper-adaptable electronic camera is produced:

- Routine darkroom work may be eliminated. This would give photographers more time for shooting, and it would reduce the time between shooting and press run. Eventually, through use of remote hookups, pictures of an accident scene could roll off the presses before the photographer gets back to the office.
- Photography costs will drop, after an initial equipment purchase because film and processing costs virtually will be eliminated.
- Images could be linked to newspaper electronic page layout, or pagination, systems—"probably the single most significant point" of the electronic camera, says Harold G. Buell, the Associated Press assistant general manager for Newsphotos.

But some observers are warning that the versatility of the computerized camera system could have negative side effects.

Charlotte's De Piante says that what may be at stake is the "finesse with which the photographer shoots an assignment."

"There is a real danger that the photographers will become mechanics," echoes David B. Gray, graphics editor of The Journal and The Bulletin of Providence, R.I. He explains that the new equipment may result in editors' sitting at terminals and steering the creative course that is now the province of photojournalists.

Some photographers are even concerned "that they will become robots out there, with somebody telling them to move right, move left," Gray says.

Gray advises young photographers that "their future employment depends upon their ability to be an editor as much as a photographer."

Some other newspaper-photography people, however, see little danger of that happening.

One such person, Richard M. Pruitt, photo department manager of The Dallas Morning News, notes that whether the camera records by digital impulse or by light on a silver-emulsion-based film as conventional cameras do, "the same decisions have to be made about position, basic composition and what you have in that frame."

And Tom W. Shanahan, chief photographer of the Colorado Springs (Colo.) Sun affirms that photojournalism is "a kind of personal thing between the photographer and the source. . . . The kind of camera won't make a difference."

The only thing that can be said for certain about the debate is that it won't be settled anytime soon. Sony says it will not sell its Mavica until the middle of next year, and even then the camera may not be developed to the point of press suitability.

The mavericks. Some photographic manufacturers have expressed little if any interest in producing their own versions of the electronic still camera.

One longtime observer of the relationship between camera makers and the press, who asked not to be quoted by name, notes that manufacturers' "old thinking used to be, 'Let's develop for the professional market.'" Now they aim first at the amateur market, he says, growth of which has made it the most profitable for manufacturers of photographic products. The amateur market 20 years ago consisted largely of simple box cameras; it since has developed into one based on the same sophisticated 35mm designs employed by the pros.

After Sony's unveiling of the Mavica, Eastman Kodak Co. President Colby H. Chandler commented, "It remains to be seen whether such a camera could be offered at mass-market prices, and whether the filmless camera could—or would—offer benefits comparable to those available from traditional products."

Other companies are mum on their intentions, although a Nikon Inc. spokesman acknowledged that "plans and designs are being worked on by all the manufacturers."

Slow to switch. Even if a suitable electronic camera were developed in the next couple of years, previous trends would indicate that any newspaper switch from 35mm cameras wouldn't happen in a flash.

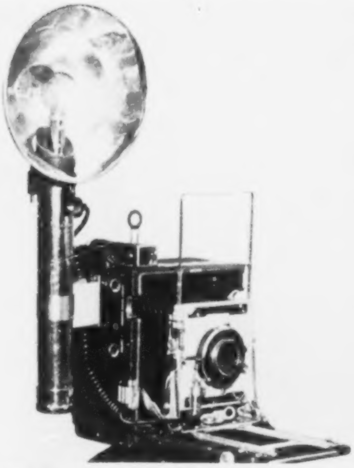
John Faber, Kodak's technical representative to the newspaper business and a photography historian, points out that it took nearly 20 years for newspapers to adopt the smaller cameras after they had become widely used in the mid-1930s by magazines such as Life, Look and the Saturday Evening Post.

"It's not a question of 'Will the resolution (of the electronic camera) be good enough?' but 'How soon will it be good enough?' "

Robert D. De Piante
Charlotte (N.C.) Observer

Photojournalism is "a kind of personal thing between the photographer and the source. . . . The kind of camera won't make a difference."

Tom Shanahan
Colorado Springs (Colo.) Sun



Speed Graphic: tool of a bygone era

Newspapers from the early 1900s until the early 1920s used the 5-by-7-inch (negative size) Press Graflex, and from the 1920s to mid-1950s the slightly-smaller-but-still-hefty Speed Graphic.

Because of that equipment's bulk, photographers were limited in the number of exposure frames they were able to carry. For the 4-by-5 Speed Graphic, photographers typically used a film case containing about six holders with capacity for 12 shots.

"You had to get the shot in three or four shots or you didn't get it," Faber recalls.

There was a device with capacity for many more shots, but it was known to jam frequently, often rendering photographers helpless in the field, notes James M. Snoddy, ANPA Research Institute technical specialist/photography.

It wasn't until the news wires converted to 35s and began transmitting superior-quality photos that newspaper publishers began asking, "Why aren't ours as good as that?" Faber says. The wirephotos reflected advantages of being able to take multiple shots, to use different lenses and generally to be more versatile in shooting.

United Press International was the first wire service to use 35s, Faber says. AP, for an interim period, used the 120mm format twin-lens reflex before turning to the smaller negative size.

The wire services may play a leading role in the acceptance of a new camera this time around, too.

AP's Buell says he isn't waiting for camera makers to release promotional material. The news cooperative is finding out all it can about the new technology by talking with various manufacturers.

While he won't mention any names, Buell predicts that a domestic company will become the dominant maker of an electronic still camera for press use.

Such a camera not only will result in savings of time and money for the wire services, but it also will tie in nicely with their computerized darkrooms, officials of AP and UPI say. Those darkroom systems allow in-house cropping and highlighting to be handled electronically.

Emphasis on better pictures. Despite the hullabaloo about things technical, De Piante observes that there also appears to be a heightened interest in "the mission of photography"—in improving the telling of a story through photographs.

That is because in the last decade the amount of newshole given to photographs has decreased from about 20 percent to 12-14 percent, he claims. "Space is the biggest problem we face today."

Ironically, De Piante says, it is the very reason the newspaper business is employing increasing numbers of staffers involved with pictures: "There is greater emphasis on the use of what we have."

An indicator of such interest is seen in discussions on photography topics at the American Press Institute. De Piante, who has served as guest API discussion leader on such topics more than 100 times, says 10 years ago most seminar questions raised were technically oriented. "At the last seminar, not one person asked a question about equipment," he reports.

Although he disagrees that the picture newshole is decreasing, William Lyon, vice president of United Press International Newspictures, says he also notices "an increasing awareness of the need for good graphics. . . . They want more. They want them better."

Living color. While there may be disagreement over whether the newshole allotted to photos is increasing or decreasing, there is no argument about another development in newspaper photography: the use of color.

More newspapers are running color photographs these days, influenced largely by the switch to offset presses that yield improved reproductive quality.

The move to color has taken place despite the extra costs it entails. One of the major ones is increased newsprint waste arising from problems with registration; i.e., getting the four negatives in the color-printing process properly aligned.

Pruitt of The Dallas Morning News says the public has come to expect color, accustomed as it is to the rainbow of "shoppers," suburban papers and magazines chock full of it, not to mention color television.

But if color is the tool for competing in the media marketplace today, the electronic camera promises to be the device that will redefine the contest tomorrow. With much promise, and perhaps some peril, a revolutionary change seems poised to envelop newspaper photography. ☐

Photography exposed to many legal concerns

A major concern of newspapers' "picture people" parallels that of their "word" colleagues: legal and ethical issues, especially questions about invasion of privacy.

"There seems to be a trend toward people keeping more privacy in their lives," says Tom Shanahan, chief photographer of the Colorado Springs (Colo.) Sun. "And I'm not talking about things like auto accidents where emotions are just laid bare. They just seem to clam up more."

New York attorney Victor A. Kovner, who says his pre-publication review duties for newspaper clients often involve picture-related difficulties, cites four privacy torts as being of particular concern in this journalistic realm.

They are intrusion, such as trespassing and exceeding the limits of welcome in a private setting; publishing a picture that may be highly embarrassing; portraying someone in a "false light," such as distorting or fictionalizing a subject; and misappropriation and right of publicity, involving such things as the unauthorized use of a picture for an advertisement.

In one recent invasion-of-privacy case, Today of Cocoa, Fla., was ordered by a jury to pay $10,000 in damages to a woman claiming the newspaper could have used a less embarrassing photo of her at a crime scene. The woman was photographed covered only by a towel as she fled from an apartment building after being held hostage by her estranged husband.

The newspaper has said it will appeal.

How to deal with subpoenas of unused photos is another thorny issue with which newspapers are sometimes confronted.

Some papers—including the Richmond (Va.) Times-Dispatch, The Richmond News Leader, the St. Petersburg (Fla.) Times and Evening Independent—regularly destroy unused negatives for which they have no specific need.

"We don't want to go to court on every little traffic accident," explains Perkins Gormus Jr., photo department manager of the Richmond dailies.

Other newspapers fully comply with requests to see the unused materials, although this is happening less and less, says Robert D. De Piante, assistant managing editor of The Charlotte (N.C.) Observer.

Virtually all newspapers will sell copies of pictures that were published. But even then, De Piante says, his paper will sell a copy cropped only as it appeared in print.

Photographers remain in limbo with police over the issue of crime-or accident-scene rights. Despite apparent First Amendment protections, there continue to be instances of film confiscation and unwarranted police interference with photographers at the site.

One legal issue on which the press appears to be making headway is whether photographers should be allowed in courtrooms.

The U.S. Supreme Court last January decided in *Chandler v. Florida* that states may open their courtrooms to television, radio and still photography [**presstime,** March 1981, p. 16].

The National Center for State Courts in Williamsburg, Va., says 13 states now have a "permanent" rule allowing photographic coverage; 17 allow it on an experimental basis; and one state, Utah, allows still photography only. Rules vary widely from state to state on such issues as requirements for consent from parties involved in the court action.

Another state, Delaware, will begin an experiment in its appellate courts this spring. ☐

News-editorial notes

Most Americans **like the idea of investigative reporting,** but they don't like some of the techniques used to ferret out information, according to a national Gallup Poll conducted last November.

Seventy-nine percent of survey participants said they approve of investigative reporting. Two in three said they would like to see more of it.

At the same time, 65 percent said they disapproved of reporters' not identifying themselves as such, 56 percent objected to paying informers and 53 percent to using unnamed sources.

• • •

The U.S. Secret Service has discontinued issuing **national press passes** for news people frequently covering events involving political figures under Secret Service protection.

Secret Service spokeswoman Laurie B. Davis said the change was prompted by the massive administrative chore of keeping current the "upwards of 30,000" national passes issued since the system began in 1979.

In January, the Secret Service returned to the previous system in which its sole role is to conduct security checks on people applying for press credentials for individual events. The administrative work associated with issuance of credentials is handled by sponsors of each event. The Secret Service has not decided how it will issue credentials for the 1984 campaign.

• • •

President Reagan, joining a long list of chief executives who have wrestled with the problem, has ordered a crackdown on official contacts with the news media in an **effort to halt "leaks"** of sensitive government information.

Reagan said that unauthorized disclosure of classified information to the news media had become "a problem of major proportions." He said he will use "all legal means" to identify and discipline officials found guilty of violating the new rules.

The new directives require that "all contacts with any element of the news media in which classified intelligence information is discussed" be cleared in advance by a "senior official." ☐

New survey shows increase in dailies owning shoppers

The number of U.S. newspapers offering total or selective-market-coverage vehicles—shoppers—is still rising, according to a recent survey by the International Newspaper Advertising and Marketing Executives.

Responses from more than 300 daily newspapers showed that about 56 percent owned a shopper.

About two-thirds said there were shoppers in their markets, and 40 percent of them said those shoppers compete with the newspapers for advertising dollars.

On the other hand, 84 percent of the papers with shoppers in their markets said they themselves owned shoppers.

In comparison, a 1980 survey of more than 400 newspapers by the International Circulation Managers Association found 46.5 percent had some form of total/selective market coverage product.

Shopper ownership is most common among smaller newspapers. The INAME survey, conducted last November, found 90 percent of the newspapers with circulations of less than 40,000 owned shoppers.

Delivery of the non-daily product showed some shifts, however.

The earlier ICMA survey had found that 75 percent of the newspapers delivering shoppers used their own carriers.

According to INAME, 66 percent delivered the shopper by carrier alone or carrier and mail combined; 15 percent recruited special carriers; 17 percent were delivered strictly by mail; and 2 percent by some other method, such as motor routes.

INAME found that 77 percent of the shoppers devoted an average 28.9 percent of their space to editorial copy; and that only 39 percent had a computerized subscriber list and 24 percent a computerized non-subscriber list.

The INAME survey found that interest in shoppers apparently has not yet peaked. Of the newspapers that do not publish a shopper, 53 percent said they planned to start one. ☐

Newspapers localize circulation booklet

Borrowing from an earlier Newspaper Readership Project publication, the St. Petersburg Times and Evening Independent recently published a new booklet, "A Career in Newspaper Circulation."

Newspaper Readership Council member Leo Bogart of the Newspaper Advertising Bureau called the booklet "the kind of successful adaptation to a local situation that we hope other newspapers will emulate."

The 16-page publication describes the personality characteristics best suited to circulation work, department operations, recent innovations and career potential.

Ronald E. Smith, circulation manager for the Times and Evening Independent, said he uses the booklet in recruiting district managers. Newspapers interested in the idea may obtain copies of "A Career in Newspaper Circulation" from Smith at P.O. Box 1121, St. Petersburg, Fla. 33731. ☐

NRP training kit available for district managers

The job of a newspaper circulation district manager is described as "The Worst of Jobs, The Best of Jobs" in a new training presentation produced by the Newspaper Advertising Bureau for the Newspaper Readership Project.

When a district manager is successful, the presentation notes, "service is good, collections are balanced and sales are up."

The color-slide-and-tape cassette presentation offers advice on attitude, priorities, time management and people management—the basics of successful circulation management. A leaflet outlining the highlights of the show also is part of the kit, and more leaflets may be ordered separately.

The presentation costs $100. For more information, contact the Creative Department, NAB, 485 Lexington Ave., New York, N.Y. 10017; (212) 557-1890. ☐

Madelyn P. Jennings

Personnel pathfinding requires road work

By Margaret Genovese
presstime staff writer

If you are the primary "people person" for a huge communications empire like Gannett Co. Inc., how do you keep in touch with the approximately 23,000 people on the payroll?

If you are Madelyn P. Jennings, you go see them, talk to them, listen to them. In a word, communicate.

Jennings estimates that since joining Gannett two years ago, she has spent between 60 and 70 percent of her time visiting Gannett properties "from Honolulu to Shreveport (La.) and from Tucson to Sturgis (Mich.)."

There are drawbacks to such a regimen, such as the morning she woke up and admired the "lovely hotel room" before she realized she was in her own apartment in Rochester, N.Y., the city that serves as the "Rome" of the Gannett empire.

But she avers that a strenuous travel schedule is necessary for her to fulfill her responsibilities as senior vice president/personnel and administration. "Policy-making and planning and speech-writing you can do here," she says of her office at Gannett headquarters. "But in terms of really understanding what's on peoples' minds, what their attitudes are and their needs, you've got to be out in the field."

What she learns on her tours, during her meetings with supervisors and in one-on-one conversations with employees she brings to the very top as one of five members of Gannett's Office of the Chief Executive. The other members are company Chairman and President Allen H. Neuharth, to whom Jennings reports directly, and three company officials who share with Jennings the rank of senior vice president.

The inclusion of a personnel executive at the top corporate decision-making level is unusual, and Jennings says it indicates Gannett's recognition that "how good we are depends on how good we are in selecting and developing people suited for us."

Jennings, 47, was plucked in December 1979 from Standard Brands Inc. (now Nabisco Brands Inc.), where she was vice president/human resources. She was given the same title at Gannett.

According to Neuharth, the position was created "because we concluded that the people aspect of Gannett's overall activities was far too important to have it be just a part-time function of somebody else." It previously had been under the aegis of the president of the newspaper division.

Having created the position, "we decided to look for the most qualified person, in our judgment, inside and outside Gannett to fill it," Neuharth continues. "In our judgment, she was the most experienced and sensitive person in that area."

After about a year, Jennings was promoted to her present position. Today, she oversees directors of affirmative action, compensation and benefits, and selection and development.

Jennings got into the human resources field on a "fluke." It happened while she was working in marketing research and business planning for General Electric Co. in Bridgeport, Conn., her employer before Standard Brands. A need arose for some staff work in human resources and strategic planning, and she drew the assignment.

But for Jennings there was an interest in communications that predates her involvement in human resources. Prior to joining General Electric, she held a variety of jobs in public relations, advertising and sales promotion.

There were other ties to communications, too. At Texas Women's University in Denton, Texas, where she majored in business and economics and English, she wrote a weekly editorial for the campus newspaper as part of her responsibilities as student government president. And she was a member of the board of directors of Harte-Hanks Communications Inc. in 1978 and 1979.

People who have known her along the way say she is blessed with an unusually creative mind.

One innovation she has engineered at Gannett is the inclusion of a more formalized personnel review process at each Gannett subsidiary's annual meeting. The new approach was necessitated by the dramatic growth and diversification of the company in the past decade, Jennings says. "It is a review process that ensures an understanding of our talent, where they are and where they are going, and what new talent is needed."

Madelyn P. Jennings

Her ideas on human resources management are sought outside Gannett, as well. In a speech last month before the Conference Board, a New York City research institution that studies management and economics, she talked about the challenges of managing a changing work force. "By the end of this decade," she told the group, "there will be 20 people vying for every middle-manager job. One of the challenges from this middle-management job squeeze is a new definition of success not just linked to rapid promotion, but linked to becoming a real and respected expert in the job you have."

Jennings is active in several professional organizations, including ANPA and its Labor and Personnel Relations Committee. She will chair a session at this year's ANPA Convention in San Francisco.

She believes the human resources function in newspaper management is less developed than in other businesses but that this has certain advantages. "The industry may not have the most sophisticated integration of human resources planning with strategic planning, yet sometimes the companies that have the most advanced thinking have lost sight of the fact that we are talking about people and not widgets," she observes.

When she is not on the road in connection with her job, Jennings, who is divorced, enjoys tennis, golf, the theater and music. She has a home in Westport, Conn., where, she admits, she is not found "as often as I would like."

Electronic publishing: How to use it and why

By Donald F. Wright

Newspaper entrance into electronic information delivery makes sense, both as a defensive and an offensive strategy.

Defensive because while the newspaper business today is healthy and its prospects remain good, there are some trends—such as advertising linage and share, and materials and operations costs—that should give us cause for some concern.

Offensive because electronic publishing—with its increasing advertising volume and decreasing computer-storage and transmission costs—is an attractive new opportunity.

To take advantage of this new business, however, there are measures we should take to preempt others or to establish precedents that will favor us.

For example, we should establish our newspapers as the foremost information providers in our local markets. Second, we shouldn't let others use our data base before we consider how we could use it to our own advantage in future services that may develop. Third, we shouldn't allow ourselves to become shackled with compensation rules that will limit our ability to compete freely and cost-effectively. We should pay for creating or obtaining information but not for multiple uses in other forms.

There is still time for newspapers to establish their position.

First of all, we already have systems in place for processing information. With electronic libraries that are coming into use, we are developing knowledge in data-base management, although there is some question about how closely normal newspaper operations and electronic systems should be linked.

Secondly, people currently engaged in electronic publishing have been described as "niche publishers" who have carved out a very small market segment and developed it. There is evidence that most electronic publishers have found commercial customers, not consumers, to be their market.

Furthermore, no critical mass has yet been established, i.e., a combination of services that makes an electronic information system sufficiently valuable to a user to give it mass appeal. What it takes to constitute the critical mass is undetermined, but at least we have an opportunity to participate in its early development.

Another timing factor in our favor is that no comprehensive systems approach has yet been developed. This gives us an opportunity to have some influence on that development.

But how does this technology compare with the kinds that transformed our newspaper industry over the last 10 to 15 years?

The most obvious difference is that when we managed that last wave of technology for improving internal operations, we were in control of our own timing. Now we are subject to market forces we don't control and which may determine the timing for us.

Donald F. Wright

Before, we dealt with union constraints. Now we are dealing with competitors who can do whatever they want.

Before we could weigh the benefits in relatively predictable improvements in operating costs against an equally predictable investment. Now we need to predict the response of a market, as yet undefined, and weigh it against the investment in a system that can't be designed without knowing what it will have to do.

Another difference is that we can't transfer the experience of other newspapers to our own situation as readily as we did before, because now we're dealing with market characteristics rather than internal newspaper processes.

In view of these differences, we have to learn to behave as entrepreneurs, which may not be as easy as it sounds. Most of us work for newspapers that were in existence long before we joined them. Except for the application of some new technology in very recent times, we are doing the same thing we've been doing for decades. There are a few new twists like special sections, zoning, color printing and preprint delivery to address market changes, but they are relatively minor. We've used computer technology and offset printing to make the operation more efficient, but that is a change in how we do it, not a change in what we do.

Many of us could fall into the trap of trying to manage our entry into the electronic field with an effort that is under-funded, understaffed and managed by people without experience as entrepreneurs. There's a lot to be said for establishing a separate group of people, adequately funded, with the single objective of developing a new line of business.

Some informed observers say the way to succeed in this new business is to form partnerships. A separate organization could deal more effectively with potential partners on a basis that involves the newspaper only to the extent that it makes sense to the new enterprise, without forcing things into a shape that makes sense from a strict newspaper perspective. Furthermore, involvement with electronics could lead to some forms of regulation which we would not want applied to our newspaper operations. Again, separate management might be advisable.

Here are some important guideposts to keep in mind:

- Our newspaper business is strong, but some of the trends are not encouraging.
- A top priority should be to strengthen our print newspaper business, not only for its own sake, but also to give us a better platform from which to approach electronic opportunities.
- As entrepreneurs, we must join forces with others where it makes sense, meaning we have to get out and deal with them.

We are on the threshold of electronic information delivery. On the other side lie great opportunities for someone, including newspapers if we choose, and great threats if we do the wrong things. In my opinion, one of the wrong things would be to do nothing. □

Wright is president and chief operating officer of the Los Angeles Times. This article is adapted from a presentation to the Institute of Newspaper Controllers and Finance Officers.

Hard times hit J-programs; 1 dies, others retrench

By Margaret Genovese
presstime staff writer

The toll among collegiate journalism programs in the current recession stands at one dead, several injured.

The mortally wounded one is that of Portland (Ore.) State University. The 20-year-old journalism department there will be terminated at the end of this academic year to meet a budget-reduction goal.

Approved by Oregon's Board of Higher Education Dec. 12, the termination had been recommended by university President Joseph C. Blumel. According to a spokesman in his office, the department was targeted for elimination because it does not grant degrees and because there appeared to be no chance for expansion to degree-granting status.

The action followed two previous rounds of massive budget cuts for the state's higher-education system in the last year and a half. Oregon's tax base, heavily dependent upon the timber industry, has been severely eroded by the housing slump.

Most other journalism schools in the Pacific Northwest as well as in Michigan—another recession-ravaged area—are being forced to make some adjustments because of the sagging economy, according to a **presstime** survey of 13 campuses.

The adjustments can take any number of forms.

At the University of Washington in Seattle, Director Don R. Pember paints this bleak picture for his School of Communications: two faculty members and three secretaries have not been replaced in the past 18 months, the staff has very limited funds for travel to scholarly meetings, and there is little chance of replacing outdated equipment in the near future.

There have been "abrasions" to the quality of education at his school, Pember says. And to stave off a "hemorrhage," the school "really has to get some support."

To offset the decrease in government funds, schools are "going to have to turn increasingly to the private sector for support if they want to maintain quality," says Leonard J. Lanfranco, executive director of the Association for Education in Journalism.

Pember tried that, but his call for help to the professional journalism community was met mostly by silence.

His request was seemingly modest. He asked for donated subscriptions to about 40 newspapers and three dozen magazines and other periodicals that the school had been paying for but could no longer afford.

Yet only "a remarkably small" number of publishers agreed to send their publications free, Pember reports. "I was disappointed in the response of the industry."

At Washington State University in Pullman, financial support for part-time faculty in the Department of Communications is beginning to be withdrawn.

As a consequence, Chairman Thomas H. Heuterman says he may have to use more restrictive criteria in considering students for acceptance as majors—perhaps only admitting students with a B+ average or better.

The part-time instructors have helped his department accommodate an enrollment surge in recent years—20 percent this year alone.

At Wayne State University in Detroit, one full-time faculty member has been laid off in deference to lower-paid, part-time people who do not qualify for fringe benefits, according to Wilbur E. Elston, coordinator of the journalism program.

Administrators at some schools, however, report their faculties are being spared because the journalism programs continue to attract large numbers of students while others do not. To cut journalism would be like "cutting off the nose to spite the face," one dean commented.

However, even these schools report they are operating under some constraints, primarily in their ability to buy equipment.

For example, at Michigan State University in East Lansing, Dean Erwin P. Bettinghaus reports he has had to defer fully equipping the new $21.5-million building of the College of Communication Arts and Sciences. A newspaper reporting lab with video display terminals is among the deferrals.

State supported schools are not the only

Journalism enrollments level off

The growth in the number of journalism majors on U.S. campuses, which appeared to be leveling off in 1979 only to spurt in 1980, now appears again to be leveling off.

According to an annual enrollment study by Professor Paul V. Peterson of Ohio State University, the number of journalism majors did not show substantial growth last fall.

Nonetheless, Peterson said a total of 77,540 journalism majors were reported to him by the 189 colleges and universities participating in his latest survey. It is the highest number of majors reported in the 13 years he has conducted the poll. Last year, 166 schools reported an enrollment of 71,337.

Peterson said it is impossible to make precise comparisons of enrollments from one fall to another because different colleges participate in the survey from year to year.

However, by comparing figures from colleges that reported both years, he estimated that enrollments last fall were either up slightly (by .14 percent) or down slightly (by .7 percent) from 1980.

By contrast, in his report last year, Peterson said enrollment in the fall of 1980 was up either 9.2 percent or 13.4 percent. In 1979, the gain was only 1.4 percent .

In his new survey, Peterson also reported that:

- The trend toward an increasing percentage of female J-majors continues, with women making up 57.6 percent of total enrollment.
- Graduate enrollments are up for the first time in several years.

Peterson conducts the survey for the Association for Education in Journalism. His latest analysis was published in the January 1982 edition of Journalism Educator magazine.

presstime

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index 4

subject index covering six editions from July through December 1981

ACCESS TO INFORMATION
[See FREEDOM OF THE PRESS]

ACQUISITIONS
[See NEWSPAPER OWNERSHIP]

ADVERTISING

Classified
— Classified sections seek new ad sources, markets, July, p. 40
— Classified advertising on cable TV booklet published, Oct., p. 23
— CompuServe now offers classified advertising, Nov., p. 19

Co-op
— Newspaper co-op network: a truly cooperative idea, Aug., p. 30

Rates
— FTC receives LA Times consent agreement, Aug., p. 46
— FTC adopts limit to volume ad discount, Oct., p. 34
— Papers come to aid of LA Times in FTC ad case, Nov., p. 34
— More newspapers file comments with FTC in LA Times case, Dec., p. 31

Revenue
— Ad revenues soar 23.7 percent, July, p. 40
— Newspaper ad spending up 15.2 percent for six months, Sept., p. 27
— Ad expenditures continue to climb, Oct., p. 36
— Ad expenditures rise in first eight months of '81, Nov., p. 35
— Retail ad expenditures jump 20.7 percent in September, Dec., p. 31

Size standards
— SAU expansion, problems to be studied, Aug., p. 30
— SAU panel asks newspapers to help iron out program bugs, Sept., p. 26
— Study set on extending SAUs to all display ads, Oct., p. 34

General
— Marketing thrust advocated as means of recouping ad share, July, p. 15
— First findings on SAT-FAX predict market difficulties, July, p. 16
— FTC recommends cigarette ad health warning changes, July, p. 24
— What's the better strategy: survive or seek growth?, July, p. 41
— Food stores still strong in newspaper advertising, July, p. 45
— Chicago Tribune discovers "sophisticated" coupon fraud, July, p. 45
— Washington Star exits NAB, will focus funds in local market, July, p. 46
— National group forms ad bureau for Yellow Pages, July, p. 46
— Rate card, invoice hang-ups plague national ads, Sept., p. 26
— Survey shows drop in recall of TV ads, Sept., p. 27
— Civil fines agreed over cigarette ads, Sept., p. 27
— Plan for scores in cigarette ad draws interest, Sept., p. 28
— NAB prints planbook, Sept., p. 28
— Ad versus "critique" issue settled in Connecticut, Oct., p. 15
— SAT-FAX planning group says full system not feasible, Oct., p. 22
— Numerous newspapers bilked in "epidemic" of fraudulent ads, Oct., p. 35
— Should your newspaper, too, be "Phoning for Dollars"?, Oct., p. 36
— FTC abandons attempt to regulate children's TV advertising, Nov., p. 13
— ANPA scores Postal Service's advertising plans, Nov., p. 16
— Camel ad "Scoreboard" tallies 100 papers, Nov., p. 36
— New NAB report tells papers about CPM measurement, Nov., p. 36
— Taboo or not taboo, that is the advertising question, Dec., p. 28
— Try a CLASS solution to local selling problems, Dec., p. 30
— Panel will discuss movie advertising, Dec., p. 31
— Newspaper advertising rated most believable, Dec., p. 32
— Firm offers new ad order, billing service, Dec., p. 32
— New York police arrest four in newspaper ad scam, Dec., p. 32

AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION

Committees
— Lake succeeds Johnson on technical committee, July, p. 9
— AEJ-ANPA Foundation committee seeks funding for four projects next year, Sept., p. 21
— ANPA committee studies liaison with cable association members, Nov., p. 19
— Congressman tells Labor Committee he seeks alternatives to multiemployer pension plans, Nov., p. 44

Convention
— Convention goers tell what they think of Chicago meeting, Sept., p. 45
— 1982 Convention Committee studying program options, Dec., p. 46

ANPA Foundation
— Minority journalist fellowships available for six more seminars, July, p. 48
— Foundation to conduct NIE Instructor Training Seminar, July, p. 48
— Foundation increases camera-ready NIE materials, July, p. 48
— Foundation continuing on-site assistance to newspaper programs, July, p. 48
— Eight more journalists selected to receive minority fellowships, Sept., p. 20
— Foundation again sponsors publisher-professor exchange, Oct., p. 49

New Members
— July, p. 66; Aug., p. 46; Sept., p. 46; Nov., p. 54; Dec., p. 46

Personnel
— Miller joins ANPA/RI for Layout-80 project, Aug., p. 39

Production Management Conference
— Game Plan '81: Production Management Conference, July, pp. 5-21
— New equipment blossoms along the boardwalk, July, p. 6
— From both sides of the Atlantic, they descended on Atlantic City, July, p. 7
— Conference gains in importance, Graham tells opening session, July, p. 9
— Tapes of sessions available, July, p. 13
— Conference growth continues; next stop, Dallas, July, p. 20
— Conference speeches available, July, p. 21

General
— Assessment influx begins, July, p. 66
— ANPA/RI starts TAS for setting up VDT rooms, Aug., p. 38
— ANPA Library aids members and the public, Sept., p. 46
— TAS: ANPA/RI engineers' "house calls," Oct., p. 44

— Assessment influx nears $2 million, construction set, Oct., p. 54
— ANPA representatives register as lobbyists, Oct., p. 54
— **Presstime** statement of ownership, Nov., p. 54
— ANPA to test strategic plan, Dec., p. 46
— Groundbreaking for addition to The Newspaper Center building, Dec., p. 46

ANTITRUST

General
— Southam-Thomson case to get September hearing, July, p. 63
— Suit involving antitrust allegations settled in Oregon, Aug., p. 17
— Justice may drop AT&T antitrust lawsuit, Sept., p. 15
— Government probes Salem case, Nov., p. 15
— Hearing continues in Southam-Thomson case, Dec., p. 45

BUSINESS AND FINANCE
[See NEWSPAPERS]

CIRCULATION
[See also POSTAL AFFAIRS]

Delivery
— Zoning, inserting and delivering put into focus, July, p. 16

Carriers
— Change in New York education law helps papers, Oct., p. 15
— Appeals court rules for dailies, against independent contractors, Dec., p. 15

General
— Mailroom, distribution problems tackled, July, p. 18
— Device solves apartment house delivery problems, July, p. 47
— ANPA, ICMA give awards to 67 papers for safe driving records, July, p. 47
— Macklin retires, Forsee named to head ICMA staff, Aug., p. 31
— Newspaper tube-receptacle sites upheld by federal court, Aug., p. 31
— "Swampy" Boats makes waves in Des Moines (rates charged jail inmates), Aug., p. 31
— Study highlights circulation penetration by state, Nov., p. 29
— College degree to be offered in circulation management, Nov., p. 37
— ABC seeks to define "separate editions," Nov., p. 37
— Vending box fee levied, Dec., p. 16
— New ABC language would clarify rules on separate editions, Dec., p. 32
— Robert A. Macklin dies; was retired ICMA chief, Dec., p. 32

EDUCATION

Journalism education
— Shopper hits Missouri J-school paper's policies, Aug., p. 27
— Accrediting process provides college consumer protection, Aug., p. 28
— Missouri appeals accrediting decision, Aug., p. 28
— UNC journalism school receives Reynolds grant, Sept., p. 20
— Students like advertising and PR jobs, Sept., p. 21
— AEJ-ANPA Foundation committee seeks funding for four projects next year, Sept., p. 21
— Foundation again sponsors publisher-professor exchange, Oct., p. 49
— ACEJMC stands by decision not to reaccredit Missouri sequence, Dec., p. 26

Minorities
— Minority journalist fellowships available for six more seminars, July, p. 48
— AEJ minority intern programs places no students at papers, Aug., p. 29
— Eight more journalists selected to receive minority fellowships, Sept., p. 20

Newpaper in Education
— ANPA Foundation to conduct NIE Instructor Training Seminar, July, p. 48
— ANPA Foundation increasing camera-ready NIE materials, July, p. 48
— On-site NIE assistance to newspapers continues, July, p. 48
— NIE Week planned in Great Lakes area, Aug., p. 29
— NIE program growth slows, but increases still show up, Sept., p. 20
— Two NIE programs aid legal education, Nov., p. 29
— "NIE Week" slated Feb. 22-26 in five midwestern states, Dec., p. 26
— Virginia to decide NIE endorsement; eight states have approved concept, Dec., p. 27
— Activity cards available for grades four through eight, Dec., p. 27
— Camera-ready ads, presentation tout NIE, Dec., p. 27

General
— Any way you read it, illiteracy is a problem, Sept., p. 4
— Publisher makes a capital investment in readers, Sept., p. 6
— Reading clinic helps children by emphasizing their strengths, Sept., p. 9
— From Bobbsey Twins to *Beautiful Girl*, reading is addictive, Sept., p. 23
— Howard University schedules communications session, Oct., p. 49
— College degree to be offered in circulation management, Nov., p. 37
— Seventeen student newspapers win Pacemaker Awards, Dec., p. 26

EMPLOYEE RELATIONS

Arbitration: Discharge, Discipline cases
— Arbiter rules custodian had not been discharged but had quit, July, p. 55
— Arbiter reinstates pressman discharged for creating disturbance, Aug., p. 36
— Arbiter reinstates composing room employee, Sept., p. 38
— Arbiter upholds paper's refusal to employ former Cincinnati Post printer, Sept., p. 38
— Arbiter reinstates circulation service department clerk, Sept., p. 38
— Arbiter rules grievance over discharge not arbitrable, Oct., p. 42
— Arbiter reduces suspension given circulation manager, Nov., p. 47
— Arbiter reinstates printer discharged for neglect, Nov., p. 47

Arbitration: Interpretive disputes
— Arbiter rules ITU has no claim to VDT system, July, p. 54
— Arbiter upholds conversion to lightweight Letterflex plates constitutes "new process," July, p. 55

- Arbiter rules supervisor did not violate rule prohibiting performance of excessive bargaining unit work, and that company properly issued "final warning" letter, July, p. 55
- Arbiter sustains position that part-time sports writers should be included in bargaining unit, July, p. 55
- Arbiter rules newspaper did not violate sick-pay provisions, July, p. 55
- Arbiter upholds practice of scheduling supervisory personnel without regard to union seniority, Aug., p. 36
- Arbiter found company properly offered cash incentives to composing room employees, Aug., p. 36
- Arbiter agrees with company over definition of term "office hire," Aug., p. 36
- Arbiter found company properly refused to pay overtime to circulation representatives, Aug., p. 36
- Arbiter rules newspaper did not violate "national emergency" section of labor agreement, Aug., p. 36
- Arbiter upholds company's right to use partial press crews, Aug., p. 36
- Arbiter finds no agreement made on flymen manning, Sept., p. 37
- Arbiter finds company not in violation of labor agreement involving independent contractor, Sept., p. 38
- Arbiter finds garage mechanic not entitled to severance pay, Sept., p. 38
- Arbiter rules composing room employees entitled to retroactive productivity leaves, Sept., p. 38
- Arbiter rules papers not required to pay interest on retroactive cost-of-living wage adjustments, Sept., p. 38
- Arbiter finds telephone solicitors not entitled to higher pay classification, Sept., p. 38
- Arbiter upholds union protest of procedure used in transfer, Oct., p. 41
- Arbiter upholds management's right to change work schedule to reduce overtime, Oct., p. 42
- Arbiter rules company can assign relief drivers to work at straight-time rates, Oct., p. 42
- Arbiter upholds management's interpretation of premium-pay formula, Oct., p. 42
- Arbiter grants ITU's request for wage increase, Nov., p. 47
- Arbiter rules on press manning practices, Nov., p. 47
- Arbiter rules layoff did not violate labor agreement, Nov., p. 47
- Arbiter found newspaper not obligated to pay life and health insurance premiums for printers during strike, Nov., p. 47
- Arbiter rules union's jurisdiction over composing room did not extend to newspaper's one-person job shop, Nov., p. 47
- Arbiter upheld newspaper printing company's right to schedule shift, Nov., p. 47
- Arbiter finds union not responsible for work slowdown, Nov., p. 47
- Arbiter finds union wrong in claiming overtime pay for substitute pressman, Nov., p. 47
- Arbitrator upholds union in vacation dispute, Dec., p. 41

Contract settlements

- Cleveland Plain Dealer, Guild, July, p. 53
- Cleveland Plain Dealer, IPGCU, July, p. 53
- San Diego Union and Evening Tribune, ITU, July, p. 53
- Boston Globe, Teamsters, Aug., p. 36
- Long Island (N.Y.) Newsday, IPGCU, Aug., p. 36
- Atlanta Newspapers, GAIU, Sept., p. 37
- Columbus (Ohio) Dispatch, ITU, Oct., p. 42
- Seattle Post-Intelligencer and Seattle Times, Teamsters, Oct., p. 42
- Washington Post, ITU, Oct., p. 42
- Baltimore Sun, Guild, Nov., p. 45
- Cincinnati Enquirer, GAIU, Nov., p. 45
- Cincinnati Enquirer, Independent union, Nov., p. 45
- Indianapolis Star and News, ITU, Nov., p. 45
- Cincinnati Enquirer, Mailers, Dec., p. 40
- Dallas Times Herald, ITU, Dec., p. 40
- Detroit Free Press, Teamsters, Dec., p. 40
- Wichita (Kan.) Eagle-Beacon, ITU, Dec., p. 40

Court decisions

- Appeal considered in sex bias case, July, p. 50
- Supreme Court upholds suit on sex discrimination claim, July, p. 51
- U.S. judge vacates award in dispute over retirement, July, p. 55
- High court issues four rulings affecting employee relations, Aug., p. 34
- Judge orders union to pay $229,718 to New York Times, Aug., p. 34
- Court dismisses suit against company and ITU, Sept., p. 38
- Court rules for publisher in union fine case, Nov., p. 45
- Honor job guarantees, court tells daily, Dec., p. 38
- Federal court dismisses suit over alleged sex discrimination, Dec., p. 39

Equal Employment Opportunity Commission

- Bell named to EEOC, July, p. 24
- EEOC publishes final interpretations of Age Discrimination in Employment Act, Nov., p. 13

NLRB decisions

- NLRB clarifies Guild bargaining unit by excluding many editorial positions, July, p. 52
- AFTRA bid to represent unit dismissed, July, p. 52
- NLRB judge settles longstanding case involving back pay, July, p. 53
- Guild policy on resignations found unlawful to NLRB judge, July, p. 53
- NLRB orders newspaper to bargain with union, Aug., p. 34
- Board awards work to IBEW instead of ITU, Aug., p. 35
- NLRB judge clears newspaper of refusal-to-bargain charge, Aug., p. 36
- NLRB judge says paper must bargain with union, Sept., p. 36
- Board rejects Guild petition to expand unit, Sept., p. 36
- Judge upholds discharge but finds questioning illegal, Sept., p. 37
- Bundle-moving work awarded to mailers, not drivers, Sept., p. 37
- NLRB orders another election for Greensboro ad employees, Oct., p. 40
- NLRB gives maintenance work to electricians at NY Times, Oct., p. 42
- Board issues disclosure order on amount paid correspondents, Nov., p. 46
- Daily ordered to bargain with mailers over contract for circulation employees, Nov., p. 46
- NLRB awards work to machinists, not electricians, Nov., p. 46
- NLRB rules firing of union supporter was not unlawful, Nov., p. 47
- Bargaining order issued against St. Louis weekly, Dec., p. 39
- NLRB rules daily must bargain over hiring procedures, Dec., p. 39
- NLRB judge finds discharge did not violate labor statute, Dec., p. 40
- Newspaper ordered to rehire three activists, Dec., p. 40
- Two discharges found unlawful, other Phoenix charges dismissed, Dec., p. 41
- Dallas daily told to act in response to charges by ITU, Dec., p. 41

Personnel relations
- Inform employees about changes, NPRA told, Aug., p. 37
- Newspapers find orientation programs valuable, Sept., p. 34
- Information sought on personnel policies, Oct., p. 42
- Newspapers try new grievance procedures, Dec., p. 42
- ANPA survey to yield data base, Dec., p. 44
- Newspapers offer new incentives for early retirement, Dec., p. 44
- Latest on the fringes: "parenting leave," adoption assistance, Dec., p. 44

Representation elections
- Boise Idaho Statesman, UFCW, July, p. 51
- Daytona Beach (Fla.) Morning Journal and Evening News, IPGCU, July, p. 51
- Daytona Beach (Fla.) News-Journal Corp., IPGCU, July, p. 51
- Pittsburgh Press, ITU, July, p. 51
- Fort Lauderdale (Fla.) News and Sun-Sentinel, Teamsters, Aug., p. 35
- Soho Weekly News of New York City, Independent union, Aug., p. 35
- The News and Observer and The Raleigh (N.C.) Times, IPGCU, Aug., p. 35
- Buffalo (N.Y.) Courier-Express, IAM, Sept., p. 36
- Lexington (Ky.) Herald and Leader, ITU Mailers, Sept., p. 36
- Morganton (N.C.) News Herald, ITU, Sept., p. 36
- Vallejo (Calif.) Times-Herald, Guild, Sept., p. 36
- Fort Lauderdale (Fla.) News and Sun-Sentinel, ITU, Oct., p. 41
- Fort Wayne (Ind.) Journal Gazette and News-Sentinel, IPGCU, Oct., p. 41
- Norristown (Pa.) Times Herald, Guild, Oct., p. 41
- Redding (Calif.) Record Searchlight, Retail Clerks, Oct., p. 41
- Sacramento (Calif.) Bee, Mailers, Oct., p. 41
- Ventura (Calif.) Star-Free Press, Teamsters, Oct., p. 41
- Fort Worth (Texas) Star-Telegram, CWA, Nov., p. 46
- Pittsburgh Press, Mailers, Nov., p. 46
- Winnipeg (Manitoba) Free Press, ITU, Nov., p. 46
- Atchison (Kan.) Daily Globe, ITU, Dec., p. 40
- Minneapolis Star and Tribune, Guild, Dec., p. 40

Strikes
- Journalists return to work at Montreal's Le Devoir, July, p. 55
- Dailies publish during ITU strike, July, p. 55
- Mailers end long strike, July, p. 55
- Publication continues during drivers' strike, Sept., p. 37
- New York daily offers settlement to end two, year-long strikes, Nov., p. 47
- Union ends 23-day strike at French-language daily, Dec., p. 44

Union organization and policy
- Guild convention acts on electronic issues, Aug., p. 33
- GAIU says unions should "close ranks," Aug., p. 36
- Guild ratifies AP contract, Sept., p. 37
- ITU will vote on merger with Guild, Oct., p. 38
- St. Louis unions vote on pay freeze, Oct., p. 41
- Guild backs out of election, Nov., p. 46
- GAIU calls for merger of all newspaper unions, Nov., p. 47

General
- President nominates two to NLRB, July, p. 24
- Philadelphia Bulletin employee attempting to prevent transfer of funds from pension plan, Aug., p. 17
- Overtime charges settled, Sept., p. 35
- New York Daily News opens books to unions, Oct., p. 41
- Guild sues Time over changes in trust fund made just before Washington Star closed, Oct., p. 42
- "Buyouts" of printers may have peaked, Nov., p. 42
- Congressman seeks alternatives to multiemployer pension plans, Nov., p. 44
- Report issued on ITU Negotiated Pension Plan, Nov., p. 44
- F.I.C.A. tax to rise, Dec., p. 38
- Other unions join Guild in suit over trust fund, Dec., p. 40
- NLRB appointment blocked, Dec., p. 44

ENERGY

Gasoline rationing/conservation
- Congress working on legislation to extend Emergency Petroleum Allocation Act, Nov., p. 12

FIRST AMENDMENT

First Amendment Congress
- Media/citizen "dialogue" encouraged, July, p. 39
- First Amendment Congress chronicled, Nov., p. 33

General
- Litigious age gives rise to media law, Nov., p. 4
- Supreme Court decisions affecting the press, Nov., p. 8

FREEDOM OF THE PRESS
[See also WORLD PRESS]

Access to Information
- Press groups tell Hill not to weaken FOIA, Aug., p. 9
- Press groups mount opposition to agent-identity legislation, Aug., p. 10
- "Uniform State Information Practices Code" pulled from ABA's agenda, Aug., p. 32
- Reagan team, some lawmakers eye several FOIA exemptions, Oct., p. 16
- Intent standard dropped from agent-identity bill, Oct., p. 16
- FOIA amendments unveiled, assailed, Nov., p. 10
- Outline of Reagan administration's FOIA proposal, Nov., p. 11
- Senate votes to include "intent" standard in agent-identity bill, Nov., p. 12
- Two U.S. newspaper reporters obey Canadian court order not to report testimony, Nov., p. 15
- Freedom of Information Act: Protect it (essay), Nov., p. 26
- Press groups hit proposals to amend FOIA, Dec., p. 13
- One response to FBI's anti-FOIA drive, Dec., p. 13
- Newport Daily News argues judge violated press rights, Dec., p. 14
- SPJ,SDX convention backs FOIA, Dec., p. 24

Courtroom closure
- Virginia opens pretrial hearings, but ABA moves to aid closures, Oct., p. 18

Libel
- Supreme Court refuses to review Louisiana libel conviction, July, p. 25
- Burnett to give journalism schools part of libel award, July, p. 25
- Newspapers, press groups ask permission to file friend-of-the-court briefs in Alton (Ill.) Telegraph case, Aug., p. 17

- Wisconsin judge dismisses libel suit against Green Bay Press-Gazette, Aug., p. 17
- ANPA files *amicus* briefs with Supreme Court in two libel cases, Sept., p. 10
- Alton Telegraph files appeal, Sept., p. 10
- Arizona millionaire agrees to drop claims against Investigative Reporters and Editors, Sept., p. 10
- Libel Defense Resource Center publishes bulletin on libel and privacy, Sept., p. 10
- Supreme Court agrees to hear NBC libel case, Nov., p. 14
- National Enquirer files suit against insurance company, Nov., p. 15
- The Washington Post apologizes to Carter, Nov., p. 15
- Permission sought to dismiss Alton Telegraph's appeal, Dec., p. 14

Media search
- FAA withdraws subpoenas from newspapers and TV stations, Oct., p. 13
- Privacy Protection Act takes effect at state, local levels, Nov., p. 13

Prior restraint
- *Near v Minnesota* examined in new book, July, p. 25
- Georgia weekly appeals order that it not publish certain court information, Aug., p. 17
- North Carolina judge overrules lower-court decision restraining a paper from publishing material in a sexual harassment case, Aug., p. 17
- Justice Department revokes guidelines on when the government will seek a court order to prevent publication of secret information, Oct., p. 13

General
- Press won a few, lost a few in Supreme Court, Aug., p. 16
- New funding efforts may revive Preview, Sept., p. 10
- Media cases on Supreme Court's docket this term, Oct., p. 17
- Funding sought for media law film, Oct., p. 18
- Litigious age gives rise to media law, Nov., p. 4
- Supreme Court decisions affecting the press, Nov., p. 8
- Congress embarks on effort to revamp criminal code, Nov., p. 12
- Today of Cocoa, Fla., must pay damages in invasion of privacy case, Nov., p. 15
- Richard M. Schmidt Jr.: Once a sports writer, he's now a champion of the First Amendment, Nov., p. 28
- Supreme Court to decide three press cases, Dec., p. 14
- Supreme Court "Preview" back in business, Dec., p. 15
- NAB tape offers tips on avoiding libel, privacy suits, Dec., p. 25
- NRP program airs free-press concepts, Dec., p. 27

GOVERNMENT AFFAIRS

Government/legal roundup
- Oct., p. 10
- Dec., p. 10

General
- FCC vacancies to be filled pending two confirmations, July, p. 24
- NLRB to fill remaining two vacancies, July, p. 24
- Bell named to EEOC, July, p. 24
- Wunder nominated to NTIA position, July, p. 24
- Two ICC members resign, July, p. 59
- Reagan chooses Hughes for ICA position, Aug., p. 15
- Reagan appoints two to the FTC, Aug., p. 15
- Supreme Court Justice O'Connor's view of press virtually unknown, Aug., p. 16

LABOR
[See EMPLOYEE RELATIONS]

LIBEL
[See FREEDOM OF THE PRESS]

NEWS EDITORIAL

Features
- Gannett plans kids' supplement, July, p. 65
- 45,000-circulation newspaper scores a hit with Sunday tab, Pennsylvania Economy, Sept., p. 44

General
- To improve writing, remember the reader, July, p. 36
- National News Council scores Post's editing of "Jimmy" story, July, p. 39
- Design guides now available, July, p. 39
- Reporters' "secrets" featured in guide, July, p. 39
- National Press Foundation publishes first newsletter, July, p. 65
- In the race for news, technology leads at the wires, Aug., p. 20
- AP signs new two-year contract with UTW; Guild members consider tentative pact, Aug., p. 24
- From one "fuddy-duddy" to another: Drop the reins, Aug., p. 24
- Sun-Times gets scoops at press of some buttons, Aug., p. 25
- PBS television series on press to return next winter, Aug., p. 45
- Wisconsin journalists reject proposal for ombudsman-like "mediation council," Oct., p. 15
- A.M./P.M. news staffs merged, some call it a trend, Oct., p. 30
- Hyphenation woes nettle VDT users, Oct., p. 32
- Stars and Stripes forever: Military's hometown daily continues historic march, Nov., p. 30
- FOI, newsroom management, writing among subjects of 1981 APME reports, Dec., p. 25
- Broadcasters' tape offers tips on avoiding libel, privacy suits, Dec., p. 25
- New design book highlights seven dailies, Dec., p. 25

NEWSPAPER OWNERSHIP

Acquisitions/mergers/new dailies/suspensions
- Recent acquisitions, July, p. 63, Aug., p. 45, Sept., p. 43, Oct., p. 53, Nov., p. 52, Dec., p. 45
- The Tribune buys the Cubs, and some eyebrows are raised, July, p. 63
- Couple selling Pulitzer-winning weekly, July, p. 63
- Politicos pull out of Knoxville deal, have four-year option, July, p. 63
- Star's closure to make Washington, D.C. one-paper town, Aug., p. 43
- Gannett studies feedback on USA TODAY prototype, Aug., p. 45
- Closure of Washington Star sets off several mad scrambles, Sept., p. 42
- Boston Herald American reportedly going tabloid, Sept., p. 42
- Philadelphia Bulletin survives closure scare, Sept., p. 43
- New York Daily News "Tonight" edition folds, Sept., p. 43
- Des Moines, Minneapolis merger talks confirmed, Sept., p. 43
- Judge sets rules on New Mexican's return, Oct., p. 17
- Des Moines, Minneapolis merger vote planned, Oct., p. 53
- McGoff company buys remaining Panax assets, Oct., p. 54
- New Mexican decision to be appealed, Nov., p. 15
- Wall Street Journal Magazine put on back burner, Dec., p. 45

Joint operating agreement
- — Jury OKs S.F. papers' merger; hearing sought on Seattle plan, July, p. 23
- — Smith orders hearing on bid for Seattle pact, Sept., p. 11
- — Judge refuses to dismiss suit against Honolulu papers, Nov., p. 15
- — Recommendation expected on proposed Seattle joint pact, Dec., p. 12

Media concentration
- — Southam-Thomson case to get September hearing, July, p. 63
- — Canadian press panel reports, Aug., p. 46
- — The gist of Kent report: Newspapers should be a cottage industry, Oct., p. 29
- — Trudeau aide ponders reply to Kent report, Oct., p. 51
- — Canada may act in 1982 on press proposals, Nov., p. 53
- — Hearing continues in Southam-Thomson case, Dec., p. 45

NEWSPAPERS

Business and finance
- — Minimum Wage Study Commission issues final report, July, p. 24
- — Supreme Court refuses to hear McGoff's appeal, July, p. 25
- — Planning seen as key to unlocking growth, Aug., p. 4
- — Judge upholds business-expense deductions by newspaper executive, Aug., p. 15
- — Oregon judge rules only FTC may sue to enforce franchising and business opportunity trade regulation rule, Aug., p. 15
- — Philadelphia Bulletin employee attempting to prevent transfer of funds from pension plan, Aug., p. 17
- — Newspaper ordered to give financial data to federal agency, Sept., p. 12
- — Belo plan to go public is first for newspaper firm since 1973, Sept., p. 45
- — FTC releases line-of-business reports, Nov., p. 13

Circulation [See CIRCULATION]

Electronic technology
- — Workshop gets pagination update, preview, July, p. 17
- — California daily buys $2 million pagination unit, July, p. 60
- — Sun-Times gets scoops at press of some buttons, Aug., p. 25
- — Knight-Ridder plans regional electronic libraries, Aug., p. 39
- — "Pascal" programming language makes inroads at newspapers, Sept., p. 32
- — Shortage of electronic technicians sets off scramble, Oct., p. 4
- — Here's what technicians need to handle trouble-shooting, Oct., p. 6
- — List of accredited, private trade and technical schools, Oct., p. 9
- — Hyphenation woes nettle VDT users, Oct., p. 32
- — New, filmless still camera has potential for newspapers, Oct., p. 44
- — Hastech scores in pagination sweepstakes, Oct., p. 45
- — Home-grown electronic system serves variety of daily's needs, Nov., p. 40
- — Spelling-proofing software receives U.S. patent, Nov., p. 41
- — Here's a printer that substitutes for phototypesetter, Nov., p. 41

Equipment/machinery/processes
- — New equipment blossoms along the boardwalk, July, p. 6
- — Laser use increasing steadily; careful maintenance needed, July, p. 13
- — Laser platemaker helps newspaper realize savings, July, p. 61
- — Man-made geothermal pool to save energy, July, p. 62
- — Newspaper builds a vacuum (Herbert) Hoover would love, Aug., p. 39
- — Composing equipment firms in period of flux, Sept., p. 30
- — Daily newspapers' capital expenditures expected to rise 31 percent in 1981, Sept., p. 30
- — Prices of silver-bearing goods stabilize, Sept., p. 31
- — Equipment donated to ANPA Research Institute, Oct., p. 43
- — Papers seek a foolproof system for color work, Nov., p. 38
- — Increase humidity, decrease web breaks, Nov., p. 39
- — Compugraphic acquired by West Germany's Agfa, Nov., p. 54

Marketing/promotion
- — Marketing thrust advocated as means of recouping ad share, July, p. 15
- — INPA publishes newspaper guide on using census, Sept., p. 28
- — INPA seeks newspapers' marketing case histories, Sept., p. 28
- — New services stir variety of questions on marketing, Oct., p. 24
- — Modern marketing makes its mark, Dec., p. 4
- — Data from market surveys can serve as news tips, Dec., p. 9

Personnel
- — Despite guns, tanks, bombs, publisher wants to go home—Jorge Pinto of El Salvador, July, p. 30
- — Reporter proves talent best credential, July, p. 38
- — Former circulation manager charged with embezzling from North Carolina paper, Aug., p. 17
- — Ellen Gilbert: now nurturing newspaper people, Aug., p. 18
- — Circulation manager's embezzlement trial postponed, Sept., p. 10
- — Argentina Hills: Speaking in many languages on world press freedom issues, Sept., p. 22
- — Women call shots at several papers' production departments, Sept., p. 33
- — Nick Gilitos: From hot type to cold type, he's mastered essential skills, Oct., p. 28
- — Charges dismissed in embezzlement trial against former circulation manager, Nov., p. 15
- — Richard M. Schmidt Jr.: Once a sports writer, he's now a champion of the First Amendment, Nov., p. 28
- — Ruth Clark: She helps newspapers target readers' needs, Dec., p. 22

Printing/presses
- — Breakthroughs in press technology described, July, p. 11
- — Trio offers hints on improving printing quality, July, p. 18
- — Highly advanced press system being phased in at Baltimore Sun, July, p. 61
- — TAS report on Miami pressroom visit suggests solutions to various problems, July, p. 62
- — Newspapers to go plant-wide on press conversions, Aug., p. 38
- — Retrofit inking units continue to show success, Oct., p. 43
- — ANPA/RI tests carbide-coated ink roller, Oct., p. 43
- — Metro Users Printing Quality Contest winners announced, Oct., p. 45

Publishing schedules
- — 1981 p.m.-to-a.m. scoreboard shows nine conversions, three coming, Aug., p. 44
- — Reader protest nixes plan to drop p.m., Aug., p. 44
- — Cleveland Press and seven others join Sunday scene, Sept., p. 43
- — Baltimore p.m. implements layoffs, earlier street edition, Nov., p. 52
- — It wouldn't hurt to cheer a little louder for p.m.'s, Dec., p. 23

General

— Analyst says dailies should fret about existing competition, too, July, p. 10
— Need for emergency planning stressed, July, p. 12
— Zoning, inserting and delivering put into focus, July, p. 16
— Mailroom, distribution problems tackled, July, p. 18
— Year 2000 newspaper: electronic age in print, Aug., p. 19
— NNF publishes guide to newspapering, Aug., p. 45
— Black press seeks return to advocacy, Sept., p. 39
— Special sections are the speciality of this black newspaper, Sept., p. 41
— A.M./P.M. news staffs merged, some call it a trend, Oct., p. 30
— Stars and Stripes forever: Military's hometown daily continues historic march, Nov., p. 30
— Baltimore p.m. implements layoffs, earlier street edition, Nov., p. 52
— New Brunswick dailies criticize government aid to printing plant, Dec., p. 45

NEWSPRINT

Consumption

— Newsprint use rebounds, July, p. 56
— U.S. newspapers show decline in newsprint use, July, p. 58
— Newspapers' newsprint use declines 1.2 percent in June, Aug., p. 41
— Consumption snaps back in July, August; stocks high, Oct., p. 48
— Total consumption up, but dailies' use declines, Nov., p. 50
— Consumption rises slightly in October, Dec., p. 35

Labor

— Strikes in British Columbia idle four newsprint mills, Aug., p. 40
— Striking unions vote on pact, Sept., p. 29
— Four mills reopen after strikers ratify contracts, next year, contracts expire at 41 other mills, Oct., p. 46
— Negotiations begin between United Paperworkers International Union and FSC Paper Corp., Nov., p. 49

Machines and mills: shutdowns/start-ups/expansions

— Studies underway on hardwood pulp mill, newsprint chemical, July, p. 56
— Abitibi-Price, subsidiary, plan expansion projects, Aug., p. 40
— FMC Corp. to install automated newsprint roll-handling system, Aug., p. 42
— Consolidated-Bathurst scraps plans to build mill, Sept., p. 29
— Canadian and Quebec government to contribute toward Donohue mill, Sept., p. 29
— Boise Cascade Canada to install thermomechanical pulp plant, Sept., p. 29
— Garden State Paper Co. completes $3-million project, Oct., p. 46
— Mississippi newsprint mill postpones construction, Oct., p. 46
— Domtar to invest $29.2 million at Quebec mill, Oct., p. 46
— Bowater Carolina Corp. to spend $70 million for low-odor recovery boiler, Oct., p. 46
— Great Northern Paper to proceed with studies for construction of hydro-electric facility to provide energy to two mills, Oct., p. 46
— Canadian grants, exchange rate aid modernization boom, Dec., p. 33
— International Paper Co. approves plan to modernize bleach plant in Alabama, Dec., p. 33
— Maclaren Power & Paper Co. may replace newsprint machine at Quebec mill, Dec., p. 33

Price increases

— Canada's prices to increase; three of four suppliers freeze U.S. level, Dec., p. 33

Pulp substitutes

— Parasite nematode threatens kenaf, but solutions known, Nov., p. 48
— ANPA to host kenaf meeting after Convention, Nov., p. 48

General

— BCFP shares change hands, July, p. 56
— Three-month financial reports of paper companies, July, p. 56
— Registration opens for newsprint seminar, July, p. 57
— Table aids conversion to metric measurement, July, p. 58
— U.S. newsprint capacity growth in 1980 was half of world's total, Aug., p. 40
— Annual newsprint statistics available, Aug., p. 41
— Canadian Pacific Enterprises to purchase Canadian International Paper Co., Aug., p. 42
— New Brunswick family to purchase MacMillan Rothesay Ltd., Aug., p. 42
— Olympia & York Developments purchases Abitibi-Price shares, Aug., p. 42
— Financial reports of paper companies, first six months of year, Oct., p. 46
— Falling Canadian dollar results in windfall for newsprint mills, Oct., p. 49
— Seminar registration open, Oct., p. 49
— Manistique ownership transfers to Marshall Field, Nov., p. 48
— 1981 North American newsprint capacity, Nov., p. 49
— Canada has 65.8 percent of North American capacity, Nov., p. 49
— International Paper Co. completes sale of Canadian International Paper Co., Nov., p. 49
— Financial report of paper companies, first nine months of year, Dec., p. 33
— Tips to minimize web breaks offered at newsprint seminar, Dec., p. 34

NEWS RESEARCH

General

— News Research Report reviews 1978-81 studies, Sept., p. 16
— A "model" redesign in St. Cloud, Oct., p. 33
— Newspapers can pretest design changes, Oct., p. 33
— News research report probes community ties of readers, Nov., p. 29
— Study highlights circulation penetration by state, Nov., p. 29

OSHA
(Occupational Safety and Health Administration)
[See SAFETY/HEALTH]

POSTAL AFFAIRS

Postal Service

— ANPA scores Postal Service's advertising plans, Nov., p. 16

Rates

— Newspapers to save millions as court voids "red tag" fee, July, p. 31
— Proposed cuts could nearly double within-county rate, July, p. 31

- — U.S. Postal Service board again asks rate commission to grant larger increases, July, p. 31
- — ANPA objects to third-class rate cut, Aug., p. 11
- — ANPA, NAB protest "unjustified" third-class rates, Oct., p. 14
- — Boost in third-class rates eases threat to newspapers, Nov., p. 16

Strikes
- — Canada stung by postal strike, Aug., p. 11
- — Canadian postal workers end 42-day strike, Sept., p. 12

General
- — Supreme Court reaffirms mailbox statute, Aug., p. 11
- — New budget sets course for rates, six-day delivery, nine-digit ZIP Code, Sept., p. 12

PRESS ORGANIZATIONS
[See also ANPA]

Changes in command
- — July, p. 64; Aug., p. 46; Sept., p. 45; Nov., p. 53; Dec., p. 45

General
- — Washington Star exits NAB, will focus funds in local market, July, p. 46
- — New England associations merge, July, p. 64
- — Tornabene named executive officer of Sigma Delta Chi, July, p. 64
- — In the race for news, technology leads at the wires, Aug., p. 20
- — AP signs new two-year contract with UTW. Guild members consider tentative pact, Aug., p. 24
- — From one "fuddy-duddy" to another: Drop the reins (AP), Aug., p. 24
- — Macklin retires from ICMA, Forsee named, Aug., p. 31
- — Black press seeks return to advocacy, Sept., p. 39
- — Bullen named WPFC executive director; Beebe to supervise assistance projects, Oct., p. 19
- — Black journalists' group honors Maynard, Bennett, Oct., p. 31
- — Japan's production show to be largest since '72, Oct., p. 45
- — INPA initiates "publishers' letters," Oct., p. 54
- — IPTC to offer voting memberships, Nov., p. 17
- — Inter American Press Association elects officers, Nov., p. 17
- — INPA board to name Linsmier successor, Nov., p. 53
- — NNA basks in treasury surplus. Measer seeks to spread gospel, Nov., p. 54
- — Deaths, stress stir debate among association managers, Dec., p. 17
- — SPJ,SDX, convention backs FOIA, Dec., p. 14
- — FOI, newsroom management, writing among subjects of 1981 APME reports, Dec., p. 25
- — Robert A. Macklin dies; was retired ICMA chief, Dec., p. 32
- — Markiewicz named executive director of promotion association, Dec., p. 45

RAILROADS
[See TRANSPORTATION]

READERSHIP

Newspaper Readership Project
- — Council looks beyond 1983 end of Project, July, p. 46
- — NRP funds may sustain three services, Aug., p. 27
- — NRP program airs free-press concepts, Dec., p. 27

General
- — Two research firms press ahead with plans for readership studies, Nov., p. 53
- — Research guidelines being developed by joint task force, Dec., p. 21
- — Ruth Clark: She helps newspapers target readers' needs, Dec., p. 22

SAFETY/HEALTH

Carcinogens
- — Seven ink manufacturers sued over alleged link to cancer, Oct., p. 17

Noise
- — OSHA again delays workplace noise standard, July, p. 24
- — Noise rule delayed again to allow more analysis, Sept., p. 12
- — How to comply with OSHA's new noise regulation, Oct., p. 12
- — Noise cases at papers end, Nov., p. 14

OSHA inspections
- — OSHA revokes "walk-around" compensation regulation, July, p. 24

VDTs
- — Panel plans no further VDT hearings, July, p. 22
- — VDT symposium set for August in Washington, July, p. 22
- — ANPA decides not to sponsor VDT study, Oct., p. 13
- — Ways for papers to adjust to VDT work environment, Dec., p. 36

General
- — ANPA safety, health symposium slated Nov. 4-6 in Atlanta, Aug., p. 38
- — OSHA deputy explains plan on safety rules, Nov., p. 13
- — ANPA publishes guide to OSHA regulations, Nov., p. 14
- — Ideas exchanged on safety and health regulations, Dec., p. 12

STRIKES
[See EMPLOYEE RELATIONS]

TAXES

Estate
- — Tax group lauds Reagan estate tax plan but seeks more fundamental reforms, July, p. 25
- — Estate tax reform approved by panels, Aug., p. 11
- — Newspaper panel to review changes in estate tax law, Sept., p. 11
- — Hearing held on Independent Local Newspaper Act, Dec., p. 13

General
- — Westinghouse Broadcasting Corp. tax status ruling stands, July, p. 25
- — Government-financed survey probing effects of various taxes on newspapers, July, p. 65
- — Cruise said deductible, Aug., p. 32
- — IRS rejects plan to donate profits, Sept., p. 41
- — Guidelines on tax treatment of cable assets, Nov., p. 20
- — The struggle goes on over state taxes, Dec., p. 16

TELECOMMUNICATIONS

Cable TV

- Cable use exploits and protects the news and ad market in Yuma, July, p. 34
- Pioneer publisher sells cable system, July, p. 35
- Dow Jones, Knight-Ridder to terminate merger agreement, July, p. 35
- ANPA urges NCTA to "review" its position regarding AT&T, July p. 35
- Cable advertising revenues in 1980 estimated between $40 and $50 million, Aug., p. 15
- Ohio paper to sponsor seminar on "newspapers in cable television", Aug., p. 15
- Landmark Communications to produce weather channel for cable TV, Sept., p. 15
- FCC to allow CBS to own cable TV systems, Sept., 15
- Cable system owner nixes newspaper-cable systems agreements, Oct., p. 23
- Three cable TV conferences for newspapers planned, Oct., p. 23
- Booklet addresses classified advertising on cable TV, Oct., p. 23
- Newspapers wanted for national cable news, Oct., p. 27
- ANPA committee studies liaison with cable association members, Nov., p. 19
- Dow Jones agrees to purchase shares of Continental Cablevision, Nov., p. 19
- Guidelines on tax treatment of cable assets, Nov., p. 20
- Newspapers' cable connection: owning, leasing, using, Nov., p. 22
- Cable boom feeding growth in TV listings, Nov., p. 51
- FCC may end broadcasters' cable ban, Dec., p. 18
- TCI won't lease cable channels, prefers long-term joint ventures, Dec., p. 19
- National Cable Television Association publishes cable booklet, Dec., p. 20
- Minnesota Cable Communications Board leaves intact a regulation barring newspapers from owning cable TV systems, Dec., p. 20

Public policy issue

- Panel hears debate on electronic information, July, p. 32
- Texas court frees Southwestern Bell to prepare for Austin experiment, July, p. 33
- Compromise hikes prospects of amended S 898, Aug., p. 12
- 97th Congress likely to enact long-awaited deregulation bill, Aug., p. 12
- Here's what S 898 allows, disallows, Aug., p. 14
- AT&T jettisons Austin plan but vows to continue research, Aug., p. 14
- Marbut to testify on telecommunications diversity, Sept., p. 15
- Texas Public Utility Commission expected to dismiss petition for experiment in Austin, Sept., p. 15
- Texas Public Utility Commission dismisses petition in Austin, Oct., p. 23
- S 898 expected to go before Senate this month, Oct., p. 22
- Rep. Wirth readies legislation for introduction, Nov., p. 18
- Report paves way for "pro-competitive" House bill, Dec., p. 18

Satellites

- First findings on SAT-FAX predict market difficulties, July, p. 16
- ANPA opposes microwave use rule proposed for direct-broadcast satellites, Aug., p. 15
- Toronto Globe and Mail experience satellite relay system problems, Aug., p. 15
- SAT-FAX planning group says full system not feasible, suggests scaled-down test, Oct., p. 22
- National newspapers in orbit thanks to satellite technology, Oct., p. 53
- Fledgling news agencies look to satellites, Dec., p. 21

Videotex, teletext

- AT&T to adopt Canadian Telidon-like videotex standard, July, p. 35
- Knight-Ridder to conduct market test of Viewtron, July, p. 35
- British videotex experience gives hint of future, Sept., p. 13
- Belo Information Systems Online Network available in Dallas, Oct., p. 23
- Teletext magazine introduced in Chicago, Oct., p. 23
- Bakersfield Californian enters into joint venture to provide electronic agribusiness information service, Nov., p. 19
- AT&T, CBS to conduct test of telephone-based videotex, Nov., p. 19
- CompuServe now offers classified advertising, Nov., p. 19
- FCC begins rulemaking to authorize TV stations to provide broadcast teletext, Nov., p. 19
- News accounts for one-fourth of items sought via Viewtron, Dec., p. 20
- "Firsthand"—transactional videotex—scheduled to begin in December, Dec., p. 20
- The Wall Street Journal Highlights Online now available, Dec., p. 20

General

- From both sides of the Atlantic, they descended on Atlantic City, July, p. 7
- Telecommunications explored at morning-long session, July, p. 19
- Rate increases for AT&T private line users challenged, July, p. 24
- Elimination of Telpak bulk-discount rates to cost AP, Dow Jones, July, p. 24
- Wunder nominated to NTIA position, July, p. 24
- Telecommunications for the '80s conference to be held, Aug., p. 15
- Broadcast licenses extended, Sept., p. 11
- Justice may drop AT&T antitrust lawsuit, Sept., p. 15
- FCC recommends repeal of equal time, reasonable access and fairness provisions, Oct., p. 13
- New services stir variety of questions on marketing, Oct., p. 24
- API to sponsor "Newspapers and Telecommunications" seminar, Dec., p. 20
- Texas paper reprints series on telecommunications revolution, Dec., p. 20

TRAINING

General

- American Press Institute's 1981-82 lineup features 33 seminars, four new offerings, July, p. 49
- ANPA electronic publishing seminar scheduled for September in Dallas, July, p. 49
- Registration opens for newsprint seminar, July, p. 57
- Seminars on press responsibility planned, July, p. 64
- Telecommunications for the '80s conference to be held, Aug., p. 15
- Ohio paper to sponsor seminar on newspapers in cable television, Aug., p. 15
- ANPA safety, health symposium slated Nov. 4-6 in Atlanta, Aug., p. 38
- ANPA compiles training resource survey results, Aug., p. 46
- ANPA to sponsor 22 seminars in first half of 1982, Sept., p. 18
- Electronic publishing seminar planned, Sept., p. 19

— Management and Marketing Symposium slated in October, Oct., p. 21
— Three cable TV conferences for newspapers planned, Oct., p. 23
— Design conference to study effects of new technology, Oct., p. 32
— Some training seminars cut as newspapers tighten belts, Oct., p. 37
— Training catalog mailed; another one in works, Oct., p. 37
— Additional speakers lined up for ANPA safety, health symposium, Oct., p. 45
— "Newsprint and the Pressroom" seminar planned, Oct., p. 49
— API plans seminar on "Reporting the Developing Nations," Nov., p. 17
— ANPA to host kenaf meeting after Convention, Nov., p. 48
— Ideas exchanged on safety and health regulations, Dec., p. 12
— API to sponsor "Newspapers and Telecommunications" seminar, Dec., p. 20
— Tips to minimize web breaks offered at newsprint seminar, Dec., p. 34

TRANSPORTATION

Motor carriers

— AAA issues report on driving costs, July, p. 59
— Hertz issues cost study on owning and operating a truck, July, p. 59
— ICC calls for revision of National Motor Freight Classification system, Oct., p. 50
— National Bus Traffic Association asks for 8-percent general increase in interstate package express rates, Oct., p. 50
— Driver Trainer Manual published, Oct., p. 50
— ICC reduces fuel-recovery surcharge, Nov., p. 16

Railroads

— Federal official is optimistic most of Conrail will continue, July, p. 59
— Additional funds approved to operate Conrail, Aug., p. 42
— FRA rules Conrail properties in Connecticut and Rhode Island will not be transferred, Aug., p. 42
— Railroads implement 2.8-percent freight-rate increase, Aug., p. 42
— Pittsburgh banker purchases Maine Central Railroad, Aug., p. 42
— Interim service extended over Chicago Rock Island and Pacific Railroad Co., Aug., p. 42
— Conrail transfer schedule set, Sept., p. 7
— Pittsburgh banker wants to purchase Delaware & Hudson Railway Co., Sept., p. 17
— Separate pay requests at issue in railroad labor negotiations, Oct., p. 50
— Norfolk & Western Railway signs letter of intent to sell Delaware & Hudson Railway, Oct., p. 50
— Burlington Northern Railroad to abandon more than 4,000 miles of branch lines, Oct., p. 50
— Consolidated Rail Corp. posts $13.8-million profit, Oct., p. 50
— ICC asked to institute proceeding on Conrail's petition to exempt boxcar traffic from regulation, Oct., p. 50
— Chicago, Milwaukee, St. Paul & Pacific Railroad Co. trustees propose reorganization plan, Oct., p. 50
— Railroads ask ICC for 1.4-percent quarterly rate increase, Oct., p. 50
— Conrail to ask ICC for permission to discontinue service on 385 freight lines, Nov., p. 16
— Three U.S. railroads earned adequate rate of return on investments, Nov., p. 16
— ICC approves cost-recovery rate increase, Nov., p. 16
— Burlington Northern and Colorado and Southern approve merger agreement, Nov., p. 16
— Milwaukee Road files reorganization plan with bankruptcy court, Nov., p. 16
— Contract with U.S. railroads tentatively approved, Dec., p. 15
— Canadian railway workers' contracts expire Dec. 31, Dec., p. 15
— Norfolk & Western Railway and Southern Railway merger proposal submitted to ICC, Dec., p. 15
— ICC orders rail carriers to include wastepaper under reduced rates for nonferrous recyclables, Dec., p. 15

General

— ICC members submit resignations, July, p. 59
— Maritime unions continue labor negotiations, Aug., p. 42
— St. Lawrence Seaway tolls may be increased, Aug., p. 42
— Maritime unions reach tentative agreement, Sept., p. 17
— St. Lawrence Seaway toll increase deferred until next year, Sept., p. 17
— CAB cancels tariff rules for filing air-freight overcharge claims, Oct., p. 50

WORLD PRESS

FIEJ (International Federation of Newspaper Publishers)

— FIEJ scores international press restraints, July, p. 29
— Management and Marketing symposium slated in October, Oct., p. 21

UNESCO

— New free-press office to monitor UNESCO, July, p. 26
— Text of "Declaration of Talloires", July, p. 26
— North Carolina newspaperman to serve three months as UNESCO adviser, Sept., p. 17
— House votes to cut off U.S. financial support to UNESCO if agency adopts press controls policies, Oct., p. 21

World Press Freedom Committee

— WPFC seeks equipment, July, p. 29
— Bullen named WPFC executive director; Beebe to supervise assistance projects, Oct., p. 19
— WPFC locates Washington-area office in Reston, Va., Nov., p. 17

General

— Strife greets new IPDC council, July, p. 29
— Denmark newspaper strike ends, July, p. 29
— UN seeks funding for controversial project, July, p. 29
— Despite guns, tanks, bombs, publisher wants to go home—Jorge Pinto of El Salvador, July, p. 30
— State Department sets up communications policy group, Aug., p. 32
— IAPA condemns Grenada, Sept., p. 17
— Debates overshadow development aid, Oct., p. 19
— US recommends continuation of World Newspaper Supplements, Oct., p. 21
— IPDC development proposals emphasize government efforts, Nov., p. 17
— API plans seminar on "Reporting the Developing Nations", Nov., p. 17
— IPTC to offer voting memberships, Nov., p. 17
— Committee To Protect Journalists seeks funds, Nov., p. 17
— Inter American Press Association elects officers, Nov., p. 17
— Press freedom battles flare around Western Hemisphere, Dec., p. 21
— Fledgling news agencies look to satellites, Dec., p. 21

American Newspaper Publishers Association

ANPA

TO ADVANCE THE CAUSE OF A FREE PRESS

New building for Michigan State's communications school lacks key equipment.

ones feeling the bite, either.

At Walla Walla (Wash.) College, a private, church-affiliated school, Communications Department Chairman Loren Dickinson reports that the school has been allowing students to pay a much-reduced tuition deposit.

Although enrollment is up, cash flow is down, and Dickinson says he cannot purchase the state-of-the-art, electronic-editing equipment he wants.

And even as the schools in the economically strapped areas tighten their belts, they are looking down the road at how to achieve further reductions, should they be ordered. Among other methods being considered are limiting the ability of non-J-majors to take journalism courses and eliminating individual sequences in the journalism curriculum.

Another thing journalism schools might do to ease the fiscal crunch would be to conduct more continuing-education seminars for professional journalists. That's the tentative plan of Everette E. Dennis, dean of the University of Oregon School of Journalism in Eugene, who says it not only would bring in some needed revenue, but it also would help forge closer ties between academe and the workaday world. ☐

Budget crunch affects high school newspapers in varying ways

How are high school newspapers faring in a time of tight school budgets, and rising publishing costs?

A recent national survey by The Newspaper Fund suggests they are doing surprisingly well.

But a **presstime** sampling of the scholastic journalism community indicates there are trouble spots, too.

In the Fund's survey, 465 high schools were asked how many issues of the student newspaper were published in school years at five-year intervals going back two decades.

For the 92 schools that responded, the average number of issues published in 1980-81 was 13.7; in 1975-76, 12.5; in 1969-70, 12.3; in 1965-66, 11; and in 1959-60, 11.7.

However, the Fund's executive director says the results "shocked" him because they contradict feedback he is getting from school districts, state press associations and school newspapers. Thomas E. Engleman says his impression is that tight school budgets "have created havoc with school newspapers."

The Fund—a non-profit foundation supported by Dow Jones & Co. Inc.—is planning a larger survey in an effort to get a more definitive answer to the question.

Meanwhile, the **presstime** spot checks turned up evidence that seems to support Engleman's theory:

- One-third (eight of 24) of Maryland high school newspaper advisers polled during a recent state teachers' convention said their papers had reduced frequency of publication over the last five years. The primary reasons given were financial problems and problems of getting and keeping experienced advisers.
- Robert P. Knight, director of the Missouri Interscholastic Press Association, says 35 high school newspapers that belonged to the association last year have not renewed their membership, something he attributes to the economic climate.
- Ann H. Herlong, director of the South Carolina Scholastic Press Association, reports advisers in her state are "coming up with creative approaches to saving money." An increasing number are seeking information on how to use computers, including school systems' existing word-processing equipment, to do their own typesetting, she says.
- Edmund J. Sullivan, director of the Columbia Scholastic Press Association, says alternate funding is becoming more commonplace because the conventional means of support—subsidies from the school and advertising—often are proving insufficient to cover expenses. Such activities as car washes, bake sales and dances have "always been used to provide funds to attend workshops or conventions . . . but now they've become essential (for publishing)," he reports.
- Others in the scholastic press observe that fewer schools are exchanging copies of their papers, presumably to save on printing and postage costs.
- Some newspapers simply are not surviving. For example, in Massachusetts, where a tax-cutting referendum cut deeply into school department budgets, the Greenfield High School Exponent ceased to exist when the journalism course that produced it was eliminated from the English curriculum. ☐

New Mexico press plans newspaper career week

The New Mexico Press Association in cooperation with the University of New Mexico will sponsor a "Newspaper Awareness Week" for high school students interested in a journalism career.

The first-of-its-kind program, to be held this summer on the UNM campus, will include tours of printing facilities, meetings with reporters and publishers, and discussions of many facets of the newspaper business. ☐

1982 Newspaper In Education Conference set for March 24-26 in Nashville, Tenn.

The 1982 Newspaper In Education Conference sponsored by ANPA Foundation in conjunction with the Canadian Daily Newspaper Publishers Association will be March 24-26 at the Maxwell House, Nashville, Tenn.

At the annual conference [**presstime**, May 1981, p. 26], NIE managers and coordinators, educators, and consultants will concentrate on proven methods of making NIE programs an integral part of the education process.

Discussions and demonstrations will focus on curriculum areas ranging from law, to secondary language arts, to enhancement of student self-image.

Sessions offered for the first time this year address trends in education, newspaper careers and the possibility of a national "NIE Week." Sessions repeated from past conferences will include valuable tips on organizing, marketing and funding an NIE program.

Registration fee is $200 ($225 after Feb. 26) for employees of newspapers and educational organizations, and $300 for representatives of commercial firms which provide NIE materials and/or services. The fee covers all materials, dinner March 24, lunch March 25 and breakfast and lunch March 26. The single room rate at the Maxwell House is $55 a night.

In recent years, the conference has attracted more than 200 participants.

For more information, contact Linda Skover, manager/educational services, ANPA Foundation, The Newspaper Center, Reston, Va. □

Program planned on J-education support

The sixth annual ANPA Foundation Conference for Professional Support of Journalism Education will be Feb. 21-22 in Reston, Va.

The conference brings together representatives of professional journalism organizations and educators to exchange information about current programs and to generate ideas and support for future programs [**presstime**, May 1981, p. 26].

A major topic for discussion this year will be the employee recruiting process—the problems and challenges of matching the right students to the right organizations, and the obligations of the media, educators and students in successful recruiting. Individuals currently involved in on-campus recruiting will lead the discussion.

The conference will begin with dinner Feb. 21. Sessions Feb. 22 will be held at the American Press Institute. There is no charge for participants other than travel and lodging. Accommodations are available at the Reston Sheraton, within walking distance of API, at $45 for single or double occupancy.

For more information, contact Judith D. Hines, vice president and director/ANPA Foundation, The Newspaper Center, Reston, Va. □

ANPA Foundation publishes second intern manual

Journalism educators who want to establish a journalism internship program or to improve an existing one can benefit from the experiences of others summarized in a new ANPA Foundation publication, "Internship Programs: A Manual for Journalism Educators."

Edited by John DeMott, professor of journalism at Memphis State University, the 28-page booklet gives step-by-step guidelines for designing, organizing and maintaining an effective program. It discusses objectives, administration, funding, intern selection, academic credit and scheduling. It also provides helpful insights into getting the cooperation of news executives, the school and the student.

A companion manual for news executives was published by the Foundation last year [**presstime**, May 1981, p. 27].

Both manuals cost $2 per copy and may be ordered from Ruth Finn, ANPA Foundation, The Newspaper Center, Reston, Va.

A third manual, concentrating on business-side internships, is scheduled to be published this summer. □

Foundation bibliography lists numerous materials from NIE programs

The fourth edition of ANPA Foundation's "Bibliography: Newspaper In Education Publications" is now available.

The revised, 50-page booklet contains a list of more than 120 materials that deal with using newspapers as teaching guides both in the classroom and in the home. The entries were selected by a group of NIE professionals and compiled and edited by Merrill Hartshorn, executive secretary emeritus of the National Council for the Social Studies.

The materials—booklets, activity cards, cartoons, calendars, and study and curriculum guides—are divided by subject area and grade level. Each entry has a brief description, explanation of uses, the source and the cost.

Single copies are available at no cost. Bulk orders are $1 per copy. Contact Ruth Finn, ANPA Foundation, The Newspaper Center, Reston, Va. □

Education notes

The Virginia Board of Education has **endorsed the Newspaper in Education program**, becoming the ninth state to give NIE some form of official recognition [**presstime**, Dec. 1981, p. 27].

The board Dec. 11 unanimously approved a resolution encouraging cooperation between newspapers in the state and local school divisions "in order that the newspaper be used as a tool for instruction."

• • •

The New York State Newspapers Foundation has awarded a $6,000 **grant to the Literacy Volunteers** of New York State Inc. to fund three-hour workshops on "Using the Newspaper as an Instructional Tool for the Adult Learner" in three locations in the state [**presstime**, Sept. 1981, p. 4].

The foundation is affiliated with the New York State Publishers Association.

• • •

The Gannett Foundation has awarded a $20,000 grant to the Carlton University School of Journalism in Ottawa to prepare a **Canadian journalism textbook.** □

Norma, Dandy and Athena: outstanding ad salespeople

By Jack Kauffman

At the January convention of the National Retail Merchants Association in New York, the Newspaper Advertising Bureau once again joined NRMA in sponsoring the 11th annual "NoRMA Awards" for outstanding newspaper advertising by apparel and general-merchandise retailers.

This month, we will sponsor the ninth annual "Dandy Awards" for the best newspaper advertising by automobile dealers as part of the National Automobile Dealers Association convention in Atlanta.

And in April, in connection with release of our annual "showcase" publication of outstanding newspaper advertising, "Creative Newspaper '82," we will inaugurate the "Athena Awards," being an acronym for Awards To Honor Excellent Newspaper Advertising. Our long-range objective is to make the Athena Awards as important in the advertising industry as the Academy Awards are in the motion picture industry.

These awards play an important role in advancing the cause of newspaper advertising. Closer to home, they can be a useful selling tool for your own advertising staff. Let's look at some of the useful functions they serve.

1. *Awards give recognition to the best efforts of our best customers.*

Most awards are won by regular newspaper advertisers who believe in our medium and who know how to use it effectively. When they receive an award, they are strengthened in their beliefs about the value of newspaper advertising. It also sets them up as examples for the rest of their industry to follow.

2. *Awards improve the overall quality of newspaper advertising.*

An ineffective newspaper ad doesn't just hurt the advertiser, it also hurts the newspaper. When an ad doesn't produce the sales results, the *newspaper* gets the blame. One of the toughest sales barriers we must overcome is poorly planned and executed advertising. By focusing attention on and providing examples of good advertising, we raise every advertiser's perception of the importance of quality creative work.

3. *Awards generate valuable publicity for newspaper advertising at very low cost.*

Every year, the NoRMA and Dandy awards receive wide coverage in the trade press—not just the advertising trade press, but even more importantly in the many magazines, journals and newsletters that cover the industries involved.

4. *Awards stimulate the enthusiasm of creative people for newspaper advertising.*

Agency and retailer creative people are turned on by the "show-biz" excitement of television production. Our awards demonstrate to them not only that they can do exciting advertising in newspapers, but also that they can achieve wide recognition.

5. *Awards provide excellent opportunities for newspaper sales contact with advertisers at the local and national levels.*

Notifying your advertisers of the competitions, supplying them with entry blanks, helping them choose which ads or campaigns to enter, publicizing their entries and the results—all of these activities give your staff many, excellent, extra opportunities for sales calls and closer relationships with key advertisers.

Recently I was talking with the ad director of a major department store with an advertising budget of more than $2 million, spent almost entirely in newspapers in three states. "You know, Jack," she said, "I'd rather win a NoRMA Award than any other advertising award in the world."

We've managed to build that kind of feeling in just 11 years of NoRMA Awards. The Dandy Awards, too, are becoming more prestigious every year. And we hope and believe that the Athena will someday become the most prized of overall advertising awards.

I hope that you and your newspaper will actively encourage your advertisers to enter these competitions whenever they are eligible. After all, they are *your* competitions, and they are designed to help you sell more—and better—advertising. ☐

Kauffman, president of the Newspaper Advertising Bureau, is a regular contributor to **presstime**.

SAU advertisements blanket North Dakota

In what may be a first, an advertiser has used the new Standard Advertising Unit system to place an ad in every newspaper in a state.

It happened in North Dakota. Blue Cross and Blue Shield placed the same ad in the state's 10 daily and 91 weekly newspapers.

The North Dakota Newspaper Association, which functions as an advertising clearinghouse for its members, sent out the ad in January.

In the past, said staffer Theresa Christenson, NDNA had to determine the specifications of each newspaper and order accordingly. For instance, a two-column ad might be requested in the wider newspapers and a three-column ad in the narrower ones.

But thanks to the voluntary SAU system, the insertion orders in this case read simply "SAU size 19." ☐

November ad expenditures up 10.6 percent over 1980

Advertising expenditures in newspapers in November 1981 totaled $1.79 billion, an increase of 10.6 percent over November 1980, according to preliminary estimates by the Newspaper Advertising Bureau.

For the month, national advertising expenditures were $291.2 million, up 15 percent; retail was $1.06 billion, up 12.2 percent; and classified was $440.4 million, up 4.3 percent.

For the first 11 months of 1981, expenditures were $16.5 billion, a 15-percent increase over the same period in 1980. By category, the 11-month figures were: national, $2.65 billion, up 21.6 percent; retail, $8.82 billion, up 14.4 percent; and classified, $4.79 billion, up 12.6 percent.

NAB's preliminary figures are based on measurements by Media Records Inc. in 64 cities and on other data. ☐

New study links newspaper ads, clothing purchases

Newspaper advertising is the most helpful in determining where women shop for clothes, according to an October 1981 national survey of 501 women. The Newspaper Advertising Bureau reports 63 percent of the respondents listed ads in newspapers were most helpful, 20 percent said magazines, 14 percent television and 3 percent radio.

"From the point of view of the retailer, advertising may be designed to get women interested in buying, but its primary purpose is to get the customer into the advertiser's store. And for this function, newspaper advertising takes a strong lead over other media," according to an NAB research report based on the survey.

Newspapers also were mentioned as useful as a source of fashion news by 33 percent, ranked closely behind magazines (39 percent) and well above television (21 percent) and radio (6 percent).

The report also found women appear to be shopping for clothes less often in department stores and more often in specialty stores.

In a presentation at the January convention of the National Retail Merchants Association, the bureau noted that a 1979 survey of women showed that 39 percent made their most recent dress purchase in a department store, 29 percent in a specialty shop, 13 percent in a national chain store and 10 percent in a discount store.

The new survey, however, showed 29 percent made that purchase at a department store, 34 percent at a specialty shop, 15 percent at a national chain store and 9 percent at a discount store.

Among women aged 24-35, the preference for specialty stores was even more pronounced, reported Alfred Eisenpreis, NAB vice president for retail marketing.

"While department stores score well overall . . . their share of market is nonetheless declining," he said.

Copies of the report, "Women and Fashion: 1981 Study of Clothes Buying Attitudes and Behavior," are available from the bureau at 485 Lexington Ave., New York, N.Y. 10017. ☐

Future of training may be the

By Elise Burroughs
presstime staff writer

> *"Within two or three years, we will be 'teleconferencing' most of our seminars and workshops in major cities. We will also be able to tape the presentations and sell or lease the tapes."*
>
> —William G. Boykin, executive director, Inland Daily Press Association

Teleconferencing. It's not a word a lot of people have heard. It's a quickly coined verb form of another word not a lot of people have heard: teleconference.

But it will be heard more and more, because the teleconference is one of the hotter species to appear thus far in this new Age of Telecommunications.

What is it?

Webster's hasn't picked it up yet, but telecommunications experts define it as: an elaborate hookup involving earth stations, satellites, telephone lines, microwave relays and/or cable lines to bring scattered groups of people into electronic contact for meetings, seminars, workshops and conferences.

Some teleconferences are audio only. Others feature video, too, and some have a two-way, picture-and-sound capability.

Inland's Boykin, who has served on several national committees studying this new technology, says he is enthusiastic about newspaper-business applications of the teleconference.

While travel costs are rising, he points out, the costs of satellite communication and other new technology are dropping. And many newspapers already have video cassette recorders and satellite dishes, which constitute some of the basic equipment necessary to capture and display satellite transmissions. Perhaps in the future, there could be presentations directly to newspaper plants, Boykin says.

Others in the newspaper business—while keeping a watchful eye on developments—are more reserved in stating their expectations.

A major reservation is cost.

For example, a recent three-hour meeting beamed via satellite from Washington, D.C., to 45 locations across the country cost $33,000. A similar three-hour broadcast reaching eight locations cost $12,000.

In both instances, the procedure used was the most common current one of a video-and-audio broadcast from those making the presentation and audio-only response from viewers at sites scattered across the country.

The two teleconferences were handled by WETACOM, a profit-making subsidiary of WETA-TV which uses the studios, equipment and personnel of that public broadcasting outlet.

But Gwenn Kelly, account executive with WETACOM, says the organizations involved often can recoup the cost of the conference, or even make a profit, by charging a fee to participants.

Kelly says that in addition to substituting for some existing meetings, teleconferences offer unexplored new possibilities, especially for associations. Keeping members informed about what is happening on the legislative front and other information-sharing applications have been most successful so far, she notes.

Interest in teleconferences has exploded in the past six months, Kelly reports.

Not surprisingly, the biggest player in the telecommunications sweepstakes—Ma Bell—is involved. It has applied for Federal Communications Commission permission to operate a two-way, audio-visual, Picturephone Meeting Service.

Rates for such a one-hour meeting between New York and Washington, using AT&T meeting rooms and equipment, would be $1,340.

Clients also would be able to set up their own private meeting rooms with teleconferencing capability. In-house installation would cost $124,800, and a monthly rental and access fee of $13,420 would be charged to tap into the system. There would be an additional charge of $600 for each hour of a teleconference between the two cities.

If the FCC approves, AT&T plans to begin the service in March, with service available in 42 cities by the end of 1983.

Among other companies offering video

teleconference

teleconferencing services are Holiday Inn's HI-NET, VideoNet of Woodland Hills, Calif., and Satellite Business Systems of McLean, Va.

HI-NET has installed earth stations in more than 100 Holiday Inns around the country.

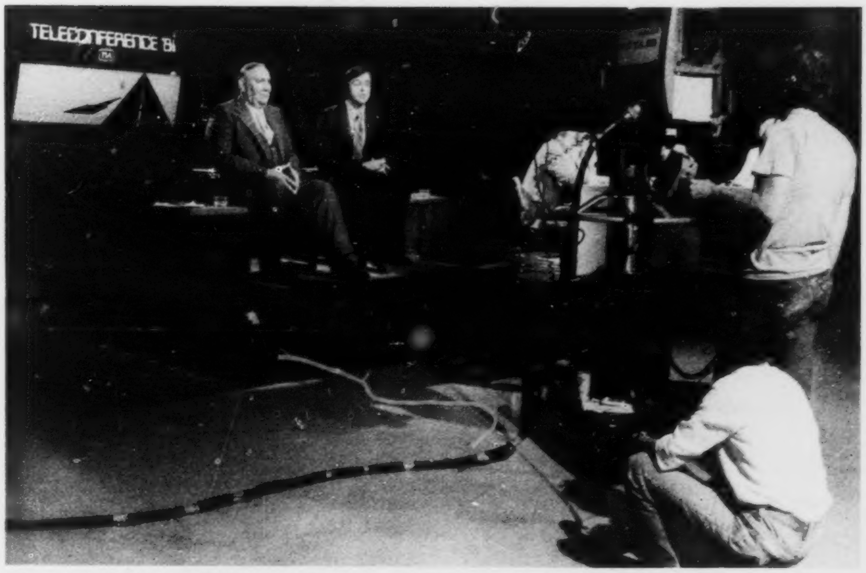
VideoNet has in the past year produced teleconferences that connected Ford Motor Company and 18,000 dealers and Merrill Lynch and 17,000 prospective customers.

And in some cases, individual hotels, private companies and associations are equipping their own teleconference rooms.

The sudden growth in video teleconferences came after a very slow start.

AT&T originally announced service similar to Picturephone almost 20 years ago, but it never got off the ground. Aside from the cost in those days, the service was not deemed to be very useful.

But as the costs of telecommunications services have fallen, the costs of traveling have risen. In a recent story on satellite teleconferences, Worldwide Meetings and Incentives magazine estimated that the market for teleconferencing goods and services would grow from $50 million in 1981 to $220 million in 1985. ☐



Teleconferences such as this recent one produced by WETACOM of Washington, D.C., can involve an electronic hookup linking many locations.

ANPA Training Committee studies supervisory workshop

ANPA's Training Committee is studying ways to structure a supervisory training workshop that would provide an effective learning experience and be less expensive than other similar workshops now being offered.

The new workshop would be aimed at mid-level supervisory personnel who need management skills.

"Publishers and department heads often have to solve problems that could have been settled better at the supervisory level," said Robert L. Burke, ANPA's director of readership and training.

Burke, who serves as the staff liaison with the Committee, added, "Supervisors who understand their role can do a lot to help people who work under them to motivate themselves, but common sense alone won't lead you the entire distance."

The proposed workshop was one of several projects discussed at the Jan. 15 Training Committee meeting in New Orleans chaired by Helen K. Copley, chairman and chief executive officer of Copley Press Inc.

Other topics included:

- A telephone survey of publishers and general managers to be conducted by members of the Committee. They will solicit suggestions on what kind of training ANPA should be providing.
- The 1982 Conference for Newspaper Trainers, scheduled for late August. The conference is expected to focus on the role of trainers in improving productivity and enhancing work quality.

The Association also plans by March to complete Part II of its catalogue of training services, listing training resources that have been used successfully by state and regional newspaper associations.

Part I, a catalogue of training programs and materials used by newspapers, was published in 1981 [**presstime**, June 1981, p. 38]. ☐

INPA announces three seminars

Three seminars designed to help newspapers cope with a changing marketplace are being offered by the International Newspaper Promotion Association this year. They are:

- The ***Advertising Sales Seminar***, Feb. 10-13 at the Hyatt Islandia, San Diego; led by John Mennenga, vice president for marketing research, Sawyer, Ferguson and Walker.
- The ***Circulation Promotion Seminar***, March 16-19 at the Hyatt Regency Chicago; led by Roy Valitchka, public relations manager, The Post-Crescent, Appleton, Wis.
- The ***Newspaper Image Seminar***, April 4-7 at the Hyatt Regency New Orleans; led by Lee Canning, business manager, the Minneapolis Star and Tribune.

Tuition for each is $300.

For more information, contact INPA, 11600 Sunrise Valley Drive, Reston, Va. 22091; (703) 620-9560. ☐

Strike activity remained low in 1981

By Clark Newsom
presstime labor writer

Newspaper strikes started in 1981

Cities and newspapers	Unions	Began	Ended
Chicoutimi, Quebec, Le Quotidien	CSN	10-18-81	11-11-81
Covington (Va.) Virginian*	ITU	4-16-81	- - - -
Danville (Ill.) Commercial-News*	IPGCU	8-14-81	8-16-81
Evansville (Ind.) Courier and Press*	ITU	5-26-81	6-13-81
Kent (Wash.) Fournier Newspapers (Daily Globe News, Auburn; Daily News Journal Kent; Daily Record Chronicle, Renton)*	Mailers	3-2-81	5-3-81
	Teamsters	3-2-81	5-3-81
Montreal, Le Devoir	Independent	4-6-81	6-10-81
New York Times*	Guild	5-7-81	5-7-81
Paterson (N.J.) News*	ITU	2-10-81	- - -
Terre Haute (Ind.) Star and Tribune*	Guild	2-27-81	- - -
	Mailers	2-27-81	4-28-81
	Teamsters	2-21-81	3-20-81

*Publication and distribution continued.

The number of North American newspaper strikes remained low in 1981 for the third consecutive year, reflecting a trend in other industries.

Generally, high unemployment and uncertain economic conditions have been cited as contributing to the reluctance of workers to strike.

But in the newspaper business, another factor was at work: the ability of publishers to maintain publication and distribution during strikes. No U.S. paper was shut down by a strike in 1981, although two in Canada were.

Twelve strikes—10 in the United States, two in Canada—were started in 1981, two fewer than in 1980 [**presstime**, Feb. 1981, p. 38]. Newspapers in nine cities were affected (see table).

Strike activity was highest during the first half of the year, with only two strikes occurring in the last half.

The briefest strike, by The Newspaper Guild at The New York Times, lasted only six and a half hours May 7.

But three of the strikes that began early in the year continued into 1982:

- The News of Paterson, N.J., struck Feb. 10 by the International Typographical Union in a new contract dispute
- The Covington Virginian, struck April 16 by the ITU over a new contract
- The Terre Haute (Ind.) Star and Tribune, struck Feb. 27 by the Guild over an initial contract for advertising department employees.

A new development in the Terre Haute strike occurred Jan. 5, 1982, when a National Labor Relations Board administrative law judge issued a decision holding that the advertising employees were striking over unfair labor practices committed by the company.

Judge John H. West said that in such a situation, strikers cannot be replaced permanently. He recommended that the board order the company to reinstate them to their jobs, or substantially equivalent ones, on their unconditional offer to return to work.

The company was reviewing the decision in late January to determine future courses of action.

The Terre Haute newspapers were struck by two other unions during the year: Mailers between Feb. 27 and April 28, and Teamsters from Feb. 21 to March 20.

In another Indiana strike, the ITU walked out May 26 at the Evansville Printing Corp., joint operating agency for The Evansville Courier and The Evansville Press, in a new contract dispute. The strike was not sanctioned by the ITU executive council, and the printers returned to work June 13.

The only strike by a local of the International Printing and Graphic Communications Union occurred Aug. 14-16 at The Commercial-News of Danville, Ill., in a dispute over an initial contract for motor route drivers.

In the only newspaper strike west of the Mississippi River to begin in 1981, mailers and bundle-drop drivers walked out March 2 at Fournier Newspapers in Kent, Wash., where the Mailers and Teamsters unions were seeking joint representation. The company publishes three dailies.

Unfair labor practice charges filed by the unions with the NLRB were found to be without merit, and the unions subsequently withdrew their joint petition for a representation election. The employees returned to work May 3.

The two dailies in Canada that were shut down were both French-language publications.

News and editorial personnel represented by an independent union struck Le Devoir of Montreal between April 6 and June 10.

Le Quotidien of Chicoutimi, Quebec, was struck between Oct. 18 and Nov. 11 by a union representing reporters and office workers.

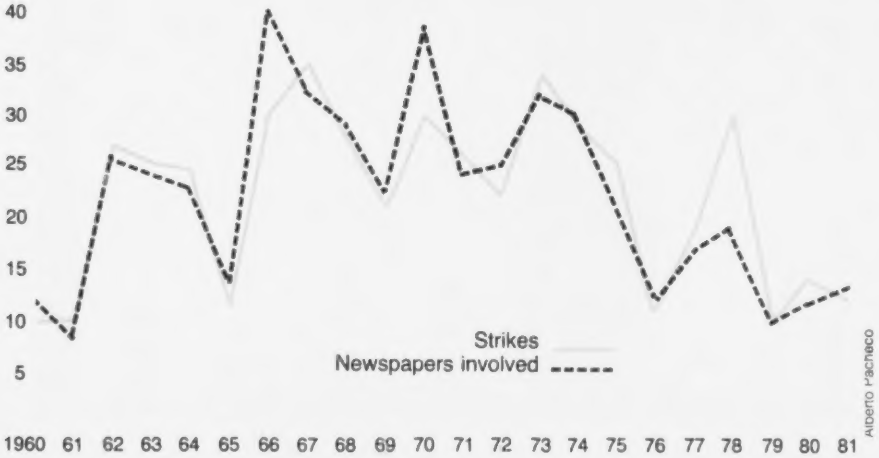
Pre-1981 strikes end. Strikes that began prior to 1981 at three newspapers ended during the year. In all three cases, the newspapers maintained publication despite the walkouts.

On Feb. 23, printers, mailers and editorial employees represented by the ITU returned to work at The Daily Transcript of Dedham, Mass. They had walked out April 29, 1980.

On May 11, a Mailers union informed The Sacramento (Calif.) Bee that a strike called on April 17, 1978, was over. The mailers made an unconditional offer to return to work. The Bee said first consideration would be given the former strikers whenever there were openings in the mail room. The newspaper converted from p.m. to a.m. publication the day after the strike began.

On Nov. 17, two strikes at The Palladium-Times of Oswego, N.Y., ended when striking employees signed waivers relinquishing their jobs in return for a cash settlement. The Service Employees International Union had struck on Oct. 11, 1980, and the ITU had walked out the end of that month. ☐

North American daily newspaper strikes (1960-81)



Alberto Pacheco

Transfer from labor beat upheld in Canada

The Manitoba Labor Board has ruled that the Free Press of Winnipeg did not discriminate against a reporter by taking him off the labor beat.

The reporter was one of five members of a Mailers' Union negotiating committee seeking an initial labor agreement covering editorial employees.

The union alleged that the newspaper had violated the province's labor laws by changing working conditions during negotiations for the contract.

Free Press management told the board that it changed the reporter's beat to general assignment because it felt the public might see some conflict between his reporting and his union activities.

The board ruled that the newspaper had not altered conditions of employment, and it denied the union's request for a cease-and-desist order.

The union also had sought an award of $500 for alleged interference with the reporter's rights. ☐

High court limits withdrawal from multiemployer pact

Newspapers in only nine cities are affected by a U.S. Supreme Court decision limiting withdrawal from multiemployer bargaining.

The court Jan. 12 upheld the NLRB by ruling that an impasse in bargaining is not sufficient justification for an individual company to withdraw from a bargaining group.

The NLRB allows withdrawal before negotiations for a new labor agreement begin. But once talks are under way, the court said, only "unusual circumstances" warrant dropping out. Neither an impasse nor a strike is necessarily an unusual circumstance, according to the NLRB.

The case arose when a company tried to pull out of a linen-supply association after a deadlock in bargaining with the Teamsters. The impasse led to a strike. The NLRB ordered the company to give retroactive effect to a labor agreement that was eventually negotiated.

A federal appeals court upheld the NLRB's position that the withdrawal violated the Taft-Hartley Act.

The cities where newspapers engage in multiemployer bargaining are Baltimore, Buffalo, N.Y., Chicago, Detroit, Houston, New York, Philadelphia, Scranton, Pa., and Seattle.

(Bonanno Linen Service v. NLRB, No. 80-931) ☐

In this section

Arbitrations:
San Francisco Newspaper Agency, ITU—Discharge for drunken behavior rescinded, p. 36
Additional arbitration awards, p. 36

Court decisions:
Fresno (Calif.) Bee, ITU—Federal judge denies union's request for injunction, p. 35
Seattle Times, Mailers—Appeals court affirms ruling that union liable for damages, p. 34
U.S. Supreme Court limits withdrawal from multiemployer bargaining, p. 33
Wilkes-Barre (Pa.) Times Leader, Guild—U.S. Supreme Court denies review of decision upholding newspaper's lawsuit, p. 35

NLRB:
Mount Clemens (Mich.) Macomb Daily, Guild—Administrative law judge finds newspaper legally reprimanded reporter, p. 34
Representation elections, p. 35
Seattle Post-Intelligencer, Teamsters—Administrative law judge finds labor agreement did not violate law, p. 34

Personnel relations:
Wilkes-Barre (Pa.) Times Leader, individuals—Newspaper charged with violation of Employee Retirement Income Security Act, p. 35

Strikes:
Twelve strikes reported in 1981, p. 32

Other:
Contract settlements, p. 35
Colorado attorney appointed to Equal Employment Opportunity Commission, p. 35
Winnipeg (Manitoba) Free Press, Mailers—Labor board upholds newspaper's transfer of reporter from labor beat, p. 33

NLRB judge says newspaper legally reprimanded reporter

A Michigan newspaper did not violate the Taft-Hartley Act when it issued a written reprimand to a reporter for requesting a bookkeeper to divulge confidential, executive-salary information, an NLRB administrative law judge has decided.

The case stemmed from new-contract negotiations between The Macomb Daily of Mount Clemens and Detroit Newspaper Guild Local 22, in which the company had proposed a six-month wage freeze.

The reporter—a member of the union's negotiating team—decided to seek information on management salaries.

He approached the bookkeeper in the payroll and bookkeeping department at a time when the department's supervisor was at lunch. The bookkeeper replied that she did not have the requested information and would not provide it if she did.

The bookkeeper notified her supervisor about the incident, and the publisher was informed.

The publisher subsequently told the reporter that he had engaged in "gross misconduct" in attempting to induce the bookkeeper, who was a member of the Guild bargaining unit, to divulge salary information pertaining to exempt personnel. The reprimand letter was issued April 1, 1980.

The reporter filed charges with the NLRB, and a complaint was issued Nov. 13, 1980, alleging that the company had taken the reprimand action because of the reporter's membership in, sympathies for and activities on behalf of the Guild.

The NLRB's general counsel argued that the case involved the right granted to employees in Section 7 of the act to assist labor organizations and "to engage in other concerted activities for the purpose of collective bargaining or other mutual aid or protection."

But Judge Phil W. Saunders found no evidence that the reporter had been disciplined because of his status as a union representative.

"There is simply no basis in the records to support a finding of unlawful motivation," he said.

He concluded that the reporter was "legally reprimanded for the sole reason that he wrongfully and deceptively sought information concerning the salary increase of management people."

Saunders recommended that the board dismiss the complaint.

The Guild has appealed his Dec. 11, 1981, decision to the board.

(The Macomb Daily, A Division of Panax Newspapers Inc., JD-598-81)

Court finds union liable for damages to Seattle Times

The 9th U.S. Circuit Court of Appeals has affirmed a lower court's ruling that Mailers' Union No. 32 is liable for damages to The Seattle Times because of a work slowdown.

In its Jan. 4 decision, the court said a no-strike clause is implied in labor agreements containing a compulsory arbitration clause. It rejected the union's argument that the implied no-strike clause should not prohibit slowdowns.

The appeals court found that a slight error had been made when the U.S. District Court computed the overtime and additional wages the Times paid as the result of the work slowdown by the union's members [**presstime**, Oct. 1980, p. 47]. It increased the amount of damages owed the Times from $26,068.96 to $26,168.16.

But at the same time, the court said the lower court had erred in awarding the Times $2,925 in attorneys' fees. It said the award was contrary to the "American rule," which awards attorneys' fees only in exceptional circumstances, or where authorized by either contract or statute.

The Times' action was brought under Section 301 of the Taft-Hartley Act.

(Seattle Times v. Seattle Mailers' Union No. 32, USCA9 No. 80-3405)

Labor agreement between Seattle P-I and union held lawful

An NLRB administrative law judge has found that the Seattle Post-Intelligencer and Local 763 of the Teamsters did not violate the Taft-Hartley Act in a case involving the conversion of distributors from independent contractors to employees.

Prior to Jan. 1, 1980, independent wholesale and motor dealers distributed the Post-Intelligencer in designated areas. They were represented by the union.

A 1980 labor agreement provided for the conversion of dealers to employees classified as suburban representatives. Under terms of that agreement as well as the prior one, union membership was a condition of employment.

Two of the dealers filed charges with the NLRB against the company and the union, alleging that the agreement violated Section 8(e) of the act because it required the company to cease doing business with dealers who did not agree to the conversion.

According to that section, it is an unfair labor practice for either a union or an employer to enter into an agreement whereby the employer agrees to stop dealing in the products of another employer, or to cease doing business with any other person.

In recommending that the complaint be dismissed, Judge Jay R. Pollack pointed out that Section 8(e) was enacted to supplement other prohibitions in the act against secondary boycotts.

He found that the company had decided unilaterally to change its delivery system from one utilizing independent contractors to one operated by employees under its supervision and control.

In September 1979, he noted, the union had sent the dealers a letter informing them of a meeting to discuss the "possible conversion" and inviting any interested dealer to attend.

Pollack said that the 1980 agreement was intended to set the terms and conditions of employment for those persons hired as employees and that it contained a lawful union security clause. "No unlawful secondary object has been shown," he said.

(Seattle Post-Intelligencer, A Division of The Hearst Corp., and No. 763 of Teamsters, JD-[SF]-325-81)

Judge denies union bid for injunction against newspaper

A U.S. District Court judge has denied a union's request for an injunction that would have required The Fresno (Calif.) Bee to return five security guards to their former jobs in the composing room.

Typographical Union No. 144 had protested the company's unilateral transfer of the employees and sought reinstatement to their previous jobs until the matter could be resolved by arbitration.

Judge Edward Dean Price said the "crucial issue" in the case was whether the employees had suffered "irreparable injury."

Both parties agreed that the workers had not been affected economically by their transfer, but the union claimed there was an adverse psychological effect on skilled workers being transferred to jobs as security officers. The union also contended that the transfers had adversely affected morale among composing room employees.

Price rejected the union's arguments, ruling that the "harm" the union claimed was not irreparable.

(Fresno Typographical Union No. 144 v. McClatchy Newspapers, CV F 81-357-EDP) ☐

Colorado lawyer named to job-bias commission

Cathie A. Shattuck, 36, a Colorado attorney who has represented both employees and employers in labor law cases, was sworn in Dec. 21 as a member of the Equal Employment Opportunity Commission.

The action gives the agency the three-member quorum it needs for business.

Shattuck's appointment by President Reagan came while Congress was in recess. Under terms of the recess appointment, she may serve without Senate confirmation until the end of the year, but confirmation is required for service for the full term expiring July 1, 1985.

Meanwhile, the nomination of Detroit businessman William M. Bell as EEOC chairman remains in limbo. The Senate Labor and Human Resources Committee has indefinitely postponed a vote on his confirmation [**presstime**, July 1981, p. 24]. ☐

Wilkes-Barre paper is cleared to sue 4 unions over rival daily

The U.S. Supreme Court Jan. 11 left the way open for The Wilkes-Barre (Pa.) Times Leader to pursue a suit for monetary damages against four unions that struck the newspaper in 1978.

The suit stems from the unions' publishing a rival daily newspaper, the Wilkes-Barre Citizens' Voice. It first appeared Oct. 6, 1978, three days after the strike began.

The Supreme Court's action was to refuse the unions' request for review of a decision by the 3rd U.S. Circuit Court of Appeals.

After a lower court had dismissed the newspaper's suit, the 3rd Circuit had reinstated it [**presstime**, June 1981, p. 43]. The appeals court held that non-parties to a labor agreement can be sued under Section 301 of the Taft-Hartley Act for unlawfully inducing one party to a contract to breach it.

The 3rd Circuit said that a claim of "tortious interference" with a labor contract is one arising under federal common law in the lower court's jurisdiction.

The Times Leader contends that by publishing the Citizens' Voice, Local 120 of The Newspaper Guild breached an "outside activity" clause prohibiting employees from performing services "for publications in direct competition with the publisher." The other unions induced Guild members to breach their contract, the suit charges.

In another Wilkes-Barre development, a class-action suit was filed in U.S. District Court charging the Times Leader and its pension trust with violating the federal Employee Retirement Income Security Act in computing strikers' pension benefits.

The suit was filed by three Guild and three ITU members who retired after the strike began. It alleges that the newspaper violated the act by including strike time in computing the final, five-year average salary on which the pension is based.

Prior to the suit, the unions had filed unfair labor practice charges with the NLRB alleging that the Times Leader had discriminatorily used a method of calculation designed to penalize striking employees, but the charges were dismissed.

(Newspaper Guild of Wilkes-Barre et al. v. Wilkes-Barre Publishing Co., U.S. Supreme Court No. 81-594; Edwards et al. v. Wilkes-Barre Publishing Co. Pension Trust et al., USDC ID No. 02664) ☐

NLRB elections

Bangor (Maine) Daily News, Guild: Editorial and business employees voted 93-65 against representation by The Newspaper Guild.

(NLRB Case No. 1-RC-17468)

Shreveport (La.) Newspaper Production Co., ITU: Composing room employees at the Shreveport Journal and The Times voted 24-7 against further representation by Typographical Union No. 155 in a decertification election.

(NLRB Case No. 15-RD-474)

Tulsa (Okla.) Newspaper Printing Corp., ITU: Circulation district managers at the Tulsa World and The Tulsa Tribune voted 35-22 against further representation by Associate Workers No. 2-A in a decertification election.

(NLRB Case No. 16-RD-943)

Recent contract settlements

Atlanta Constitution and Journal, ITU: Two-year agreement covering composing room employees retroactive to Oct. 1, 1981.

Boston Globe, IPGCU, ITU: Three-year agreements covering mailers, pressmen and printers retroactive to Jan. 1, 1981.

Memphis (Tenn.) Commercial Appeal and Press-Scimitar, GAIU, ITU: Two-year agreements covering engravers and mailers retroactive to Jan. 1, 1981, and printers retroactive to March 9, 1981.

(Details in ANPA Labor & Personnel Relations Letter Vol. 3, No. 1, January 1982.)

Arbiter rescinds discharge for drunken acts

A San Francisco Newspaper Agency press-room apprentice, discharged for erratic behavior one night last summer, has been reinstated by an arbitrator but without back pay.

"Perhaps he will start a new year with a better attitude than he exhibited on July 24, 1981," said Arbitrator Gerald R. McKay in reinstating the worker effective Jan. 1.

The grievant, who has a guaranteed, lifetime job and who is represented by Web Pressmen's and Platemakers' Union No. 4, had gone to a nearby bar after he finished work around 3 p.m. that day.

He returned later to the newspaper plant where he was seen about 8:45 p.m. by a management employee in a men's room. He fled when the management employee entered. The mirror in the men's room had been broken.

According to a witness, the man had "difficulty moving and had to use his hands to balance himself by pushing off the wall several times to keep from falling down."

The man was next seen by a security guard about 9 p.m. outside the building. He was attempting to tie a company-owned briefcase to his bicycle. He claimed to have found the briefcase in the trash, but evidence showed it had been left by a driver outside the data processing office earlier that evening.

Several witnesses said that the man's movements were uncoordinated and that he was loud and belligerent. He also threw bottles into the street. Eventually, several other employees helped him home.

When the grievant's foreman heard about the incident, he fired him.

Arbitrator McKay said "it would take an arbitrator with a very creative imagination to conclude that the grievant was not drunk and disorderly." The grievant's statement that he found the briefcase in the trash was "not very believeable," he said.

The grievant had admitted that he threw a metal ashtray in the men's room, but he denied breaking the mirror. The arbiter said the circumstantial evidence "is convincing enough to conclude that the grievant probably did break the mirror," but he did not necessarily do it deliberately and maliciously.

Under the terms of a supplemental labor agreement, "malicious and deliberate destruction of company property" is one of seven grounds for discharge for employees who hold guaranteed, lifetime jobs.

McKay noted that one definition of the word "deliberate" is "to consider carefully and at length." A definition of "malice" is "intention or desire to injure another; specific ill will."

"In the grievant's drunken state," McKay said, "it is very difficult to believe that he formed much of an intent at all."

The grievant had violated press-room rules by being under the influence of intoxicating beverages on company property, by removing the briefcase from the premises, by engaging in disorderly conduct and by damaging company property, but he could not be found guilty of the "malicious and deliberate" destruction of company property, McKay found.

Therefore, while the apprentice was properly discharged for violation of press-room rules, he could not be permanently barred from employment under the terms of the supplemental agreement, the arbitrator said.

The San Francisco Newspaper Agency performs non-editorial functions for the city's two dailies, the Chronicle and the Examiner. ☐

Additional arbitration awards

Birmingham (Ala.) News, IPGCU: Sherman Dallas, in a new-contract arbitration, ruled that the company's last offer "shall constitute the wage and fringe issues" with the exception of an additional paid holiday. The company had offered a $25-per-week wage increase in each year of a three-year contract, while the union had requested $65.

Chicago Sun-Times, Guild: Neil M. Gundermann held that the company violated a binding past practice when it changed the payroll period for work performed by editorial employees.

Cleveland Plain Dealer, IPGCU: Hyman Cohen, in an interim award in a discharge case, denied the company's request to examine minutes of union meetings.

Pittsburgh Press, ITU: Hillard Kreimer upheld the company's position that it would not be a violation of the union's jurisdiction for supervisors in the advertising department to continue to perform work they were doing at the time the agreement was signed.

San Francisco Newspaper Agency, Guild: Gerald R. McKay rescinded a two-day disciplinary suspension for a mail clerk who mistakenly put advertising copy into the outgoing mail. However, McKay allowed a written reprimand to stand.

San Francisco Newspaper Agency, Guild: David C. Nevins held that the company violated the labor agreement when it refused to allow a data processing employee to schedule his vacation during the last two weeks of 1981.

San Francisco Newspaper Agency, Mailers: Sam Kagel converted the discharge of a mailer for creating a disturbance to three months' suspension without pay.

San Jose (Calif.) Mercury and News, IPGCU: Joseph W. Garbarino upheld the union's position by ruling that a dispute over the hiring and assignment of an employee was moot because the individual had left the company.

Spokane (Wash.) Spokesman-Review and Daily Chronicle, ITU: William H. Dorsey upheld the company's position by ruling that a printer who has declared himself competent in the classification of "floorman" must be competent in both ad makeup and page makeup.

Tacoma (Wash.) News Tribune, Guild: Thomas F. Levak ruled that exemption from the "modified union security clause" is properly claimed by a new employee rather than the employer. The clause provides that nine out of 10 new employees must become members of the union within 30 days after the start of their employment or be discharged. In the dispute, a new employee claimed the right to exempt herself from the union as the one of 10 that is not required to become a member.

Washington Post, Mailers: Arnold Ordman ruled that a retired mailer could not be barred permanently from working part-time after he was discharged for allegedly assaulting a janitor.

In-house computer software can facilitate data analysis

By Elise Burroughs
presstime staff writer

One roadblock to detailed analysis of research results can be that a newspaper lacks the ability either to do basic processing or to apply sophisticated programs to the findings.

Newspapers sometimes turn to local universities or commercial time-sharing companies to process and analyze research. Newspapers of Gannett Co. Inc., for example, use researchers at Michigan State University for news research and analysis.

But a growing number of dailies are buying or leasing the necessary computer software and analyzing research themselves.

Researchers say having the necessary programs in-house offers many advantages. In a time-sharing situation, researchers are always under pressure to finish the project and to get off the system to save money.

Using the newspaper's own computer is much more convenient and less costly. Having programs on hand encourages researchers to look at data longer and in more depth. It also is an inducement to try new applications.

One of the most sophisticated newspaper research operations belongs to the St. Petersburg (Fla.) Times and Evening Independent (combined circulation 256,916).

The newspapers for years have been a regional source of market information and analysis for businesses in the area, according to Research Manager Jack Vernon.

His department last year purchased government software to analyze census results, scoring a beat on other Florida dailies. Other government computer programs are used for economic analysis.

The paper also leases the Statistical Package for the Social Sciences, or SPSS, and Statistical Analysis System, or SAS. SPSS and SAS are computer programs that give researchers a wide variety of ways to tabulate, cross-tabulate, analyze and chart the kind of market research and news research needed by newspapers.

Both programs were developed by universities. Lessees pay a one-time initial fee and then an annual use fee that includes updates and new features. For example, a commercial operation such as a newspaper pays an initial fee of $4,500 to lease SPSS, with an additional annual charge of $2,500.

The software currently in use in St. Petersburg includes the capability of generating charts, graphs and maps of publishable quality.

Recently, the newspaper company became the first private firm to gain access to computerized tapes containing economic statistics from state agencies. The paper also is acquiring computerized data from banks, auto dealers and other businesses.

By combining and analyzing the data, the research department plans to produce localized economic reports that will generate revenue.

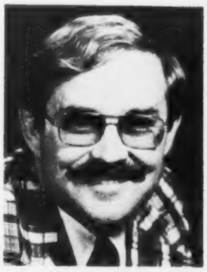
Two other leaders in the field of newspaper research, The Minneaplis Star and Minneapolis Tribune (combined circulation 408,809), have been using research software—initially programs written by the staff, more recently the SAS program—on their own computers for about 10 years. Research Director Kristin McGrath says the papers have built up a large body of research that is useful for plotting trends.

Currently, McGrath reports, the research department is conducting a massive study of how people spend their Saturdays. Findings will be used in strategic planning to plot a niche for the Saturday newspaper.

At the Los Angeles Times (morning, 1,011,798), researchers have not only their own software but also their own computer.

So far, the newspaper research department has relied on about 100 programs written by its own staff. But researchers have requested another computer and are eyeing the SPSS package for possible use.

While many newspapers follow the Gannett approach of having universities or commercial research companies analyze research, Knight-Ridder Newspapers Inc. performs studies for its newspapers utilizing software on its own computers.


Jack Vernon

Kristin McGrath

Virginia Fielder, director of news and circulation research, says the group has used SPSS and other programs to conduct public opinion polls and surveys, readership and marketing studies, and analyses of government and court records—the kind of news-editorial investigation that Philip Meyer calls precision journalism.

Some individual Knight-Ridder newspapers, like those in Charlotte, N.C., and Long Beach, Calif., also are using research software.

John D. Koslick, marketing research manager for The Charlotte Observer and The Charlotte News (combined circulation 212,433), has been using the SPSS package for about a year.

Thanks to the program's capability, the newspapers are "not afraid to take on a big job," Koslick says. For example, researchers at Charlotte recently embarked on an in-depth study of readers. The study was built around a 40-page questionnaire, and the computer helped with every step, from initial planning to following up on responses.

Nadine Selden, research and planning analyst for the Long Beach Independent and Press-Telegram (all-day, 132,124), says a recently acquired SPSS system—despite the initial high investment—has proved to be very cost-effective. In addition to editorial and market research applications, her department plans to do a long-range study of circulation stops.

Another company, Richmond, Va.-based Media General Inc., finds many applications for its SPSS package.

Director of Research John Mauro says that among other possibilities, secondary analysis of studies can tell editors quickly if percentage differences between what men and women read are statistically significant. ☐

Putting the quietus on press noise problems

Noise generated by newspaper presses has concerned press manufacturers and newspaper personnel almost from the day the giant rotary presses made their debut.

But despite that concern, and despite the impetus provided in the 1970s by Occupational Safety and Health Administration noise standards, efforts to develop a substantially quieter newspaper press have been largely unsuccessful.

Unable to abate noise at the source—the press units and the folders—most manufacturers are concentrating on blocking, diverting, absorbing and/or reflecting it.

Some progress has been made by putting sound-absorbing materials on the press and folders, by constructing press enclosures, and by more precision grinding of gears. Nevertheless, not one newspaper press on the market today meets the new, more stringent noise regulations issued last year by OSHA [**presstime,** Oct. 1981, p. 12].

Those rules require hearing conservation programs for workers who have been exposed to noise equivalent to 50 percent of their allowable daily dose. For example, at 90 decibels, eight hours is the allowable daily dose—but four hours is the threshold beyond which a hearing conservation program is required. At 85 decibels, 16 hours is the allowable daily dose—but eight hours is the threshold. Hence, the term "85 dBA (decibel) eight-hour equivalent" is used to describe the limits of the new noise standard.

Because the sources of pressroom noise do not lend themselves to substantial change, and because of pressure from OSHA to lower the noise level, experts at the ANPA Research Institute have concluded that the only practical solution at this time is the use of "quiet operator rooms"—insulated rooms near the presses from which pressmen can view the presses while operating them via a control console.

The quiet operator-room concept was developed by ANPA/RI in 1971, following a study of press-room noise spurred by the 1970 creation of OSHA. Development of press control consoles occurred about the same time and made the concept feasible, according to ANPA Vice President/Technical William D. Rinehart. Most new press installations in the past five years have included quiet operator rooms, protecting press operators from noise as well as from ink mist and paper dust, he says.

The manufacturers' view. Most major press manufacturers, as they pursue modification of both new and existing presses with an ear toward reducing noise, seem to agree with ANPA engineers that the best current press noise abatement program is the quiet operator-room concept.

"Demands by the newspaper industry for higher press speeds and bigger editions militate against the practicality" of reducing the source of noise "as a complete solution" to the problem, notes Walter Gesell of Rockwell International's marketing communications staff.

Rockwell's Graphic Systems Division, where Goss presses are designed and manufactured, has "an active research program to reduce noise from gear drives, cylinder gaps, the cutting and folding of paper, etc.," Gesell says. "Although we expect significant contributions from this program, in the long run, we do not foresee the possibility of eliminating enclosures or control rooms."

Isolating the pressmen through the use of quiet rooms offers an 85-decibel sound level inside the control room, he reports, while muffling the sound by means of sound-absorbing materials and press enclosures achieves 90-decibel levels at operating stations.

Thus, the use of quiet rooms has become the favored approach at Goss, Gesell says. "Our own research and engineering work and . . . input from our customers indicate that this is the most cost-effective and practical solution to sound control.

"Our tests and analysis of press enclosures coupled with sound absorption materials have shown that this is also a practical approach. However, the costs are higher, and the degree of noise reduction is not as high as with control rooms."

Harris Corp., whose Web Press Division conducted research on noise reduction in the late '60s and early '70s, has concluded—like Rockwell—that the only practical solution to the noise problem is to remove the worker from close proximity to the machine.

"We have concentrated on automation and remote control of presses while they are running," says H.T. Eckhardt, a Harris marketing merchandiser, "since this is when the decibel level soars over the 100 mark."

Press at Newsday, Long Island, N.Y., is controlled from a quiet operator room.

Harris's earlier research included several experiments.

One involved spraying sound-absorbent material—the kind of stuff used on movie-theater ceilings—on the inside of the press guards. "It didn't seem to have any effect," Eckhardt reports.

Another involved improving the finish, tolerances and hardness of gear-train components. "And even though you improved the whole gear train (and) improved the finish by maybe two or three microns," he says, "you didn't eliminate enough noise to be worth talking about, and you couldn't measure the difference."

At M.A.N.-Wood Industries' Wood-Hoe Division, Vice President-Product Management John Pascarella says state-of-the-art technology still does not allow the press itself, as designed, to get down to acceptable noise levels for operator exposure. "The safest, surest, least expensive approach is the quiet room, and that's what people seem to be doing," he says.

Pascarella acknowledges that new presses can be built with press enclosures, folder doors and sound-absorbing materials in guards and frames to bring noise levels down. But tests run a few years ago by M.A.N.-Wood indicated that applying special materials didn't "do anything to (substantially reduce) the noise level. All we were doing was raising the price of the individual printing unit."

Nor is retrofitting existing or converted presses feasible, Pascarella says. Much press-room noise is generated and/or radiated by the newsprint web itself (e.g., a folder running but without the paper feeding through it is much quieter than a working one). Noise from that source can be contained but not likely reduced, he says.

Press units with fewer parts will make less noise, as will new units with precision gear mountings, he says. But as the gears wear, they become noisier, so the most practical solution is to isolate pressmen from the noise.

However, Pascarella says, noise control is an area in which improvements will continue to be made. M.A.N.-Wood's German division, M.A.N.-Roland, has a continuous program on that subject.

M.A.N.-Roland already sells one model of a newspaper press with covers and guards which can be guaranteed to meet a 90-decibel level, Pascarella reports. He says the press is being used in Europe, but its high cost has kept it out of the North American market thus far.

"Low noise" press. Another foreign press manufacturer—Tokyo Kikai Seisakusho Ltd.—is marketing in North America, and it bills its offset press product as a "low noise" press. In fact, Jim Price, president of Taft Equipment Sales Co. of Chicago, the North American distributor for the Japanese company, maintains that this TKS press is the quietest press on the market.

It can be rendered even quieter, he notes, by inclusion of an available sound-reduction package that includes aisle doors, folder enclosures and additional precision-ground gears.

Nevertheless, for extended press runs, the TKS press does not meet the new OSHA standards implemented last Aug. 22.

Richard Neergaard, an ANPA/RI industrial hygienist, reports that for the relatively short run at the Sunbury (Pa.) Daily Item (circulation 25,962), the TKS press meets the new OSHA standards.

Noise measurements with dosimeters show that the Item's three press-room employees are within the allowable limits for the daily 90-minute press run. The newspaper does not have a quiet room for its press operators.

Papers stream from an enclosed folder at the Syracuse (N.Y.) Herald-Journal and The Post-Standard.

The reel room is noisier than the press room, although normally the opposite is true. Item Production Director Edward Thomas reports that the reel room employee wears a personal hearing protector—a fancy ear muff—while the press is running.

For a longer press run, such as that at the Springfield, Va., plant of The Washington Post (morning, 730,003), workers must spend some time in a quiet room to stay within the new OSHA limits.

But Thomas O. Might, manager of the Springfield plant, says there is "no doubt" the TKS offset press runs more quietly than an adjacent Goss Metro offset press.

Another TKS product, the lightweight letterpress unit being used at the Quad-City Times of Davenport, Iowa [**presstime**, July 1981, p. 11], is "obviously quieter" than average, says Publisher Ron L. Richman. The machine's lighter weight, reduced gearing and smaller motors all tend to reduce noise.

Other issues. Although most major press manufacturers concentrate on the concepts of quiet rooms and press shielding, there are drawbacks to such procedures.

One engineer says manufacturers "can guard that press and try to make it soundproof, and then you can't see what's going on. There are many folders out now where the papers come out the bottom and there's hardly any way to tell what's happening on the inside" because the doors installed to muffle the sound also block the view.

Elwood B. Keim Jr., an ANPA/RI production engineer, notes that working more closely to the press and hearing the sounds it makes—even while wearing hearing protectors—can help to pinpoint a trouble spot before it makes itself known in more drastic ways.

And Harris's Eckhardt points out that the measurement of noise itself can be a real problem. Trying to determine if a press folder, for example, meets a 95-decibel noise limit, can be impossible, he says. "If you literally stick your meter into the folder where nobody's ever going to stick his ear, you might get 100 decibels, or 95, or something. But if you withdraw the thing two feet, the noise might drop three, four, five decibels." And if you step back another two or three feet, he says, sound pressure might drop another one or two decibels. ☐

'82 Conference to provide look at likely trends

By Tom Walker
presstime technical writer

ANPA's 54th Annual Production Management Conference, scheduled for June 19-23, is expected to draw some 14,000 to 15,000 participants to the Dallas Convention Center. The conference will be co-sponsored this year by the Texas Daily Newspaper Association.

To distribute more equitably the increased costs of conducting the conference, a change has been made in Conference fees. An all-inclusive $20 fee will admit registrants to Conference sessions and the equipment exhibition [**presstime,** Jan. 1982, p. 53].

Peter P. Romano, director of the ANPA/RI Production Department and Conference director, said the tentative schedule for sessions, as developed by the Conference Arrangements Committee, is as follows:

Monday, June 21

The opening general session, chaired by Committee Chairman Ralph S. Roth, vice president/production of Knight-Ridder Newspapers Inc., will include reports from the ANPA chairman and president and from the president of TDNA. Also featured will be an "informative and entertaining" presentation on computers—"Giant Nincompoops"—by Ray Stanish, a computer expert who takes a light-hearted view of his field.

Three concurrent symposia will follow:

- An editorial/newsroom symposium, focusing on pagination, electronic libraries, trends in front-end systems and what to do about systems that are becoming old
- A printing press symposium, embracing flexography, offset printing and conversions to offset
- A symposium on circulation information systems.

Tuesday, June 22

A general session chaired by Kenneth E. Bronson, vice president of Stauffer Affiliated Newspapers Inc., will include reports on VDTs and their environment, a progress report on Standard Advertising Units and an up-to-date review of electronic cameras.

Dallas skyline towers over Convention Center (foreground).

The general session will be followed by three concurrent workshops that will be repeated once during the morning. They will cover ROP color, "thrifty editing systems" and SAUs.

Wednesday, June 22

A general session chaired by Wayne Perry, vice president and production director of the Chicago Tribune, will center on the future of print versus electronic publishing. A segment of the program will explore newspaper applications of personal computers.

The three concurrent workshop sessions to follow and to be repeated once will explore advertising information systems/electronic layout, mailroom/distribution, and telecommunications.

Equipment exhibition. More than 200 manufacturers of newspaper and graphic arts equipment are expected to participate in the equipment exhibition at the Conference, which has become the largest annual newspaper meeting in the world.

"Virtually every major manufacturer of newspaper and graphic arts systems and equipment will be represented among the more than 200,000 square feet of exhibits," Romano said.

Ample room commitments have been obtained from 13 major hotels in Dallas to accommodate the anticipated attendance, he said. All housing requests will be processed through the Dallas Convention & Visitors Bureau. Official housing forms will be sent to ANPA-member newspaper personnel in mid-March.

Romano said shuttle buses running regular schedules between the hotels and the convention center will be provided at no charge for Conference participants. ☐

Non-petroleum ink patent is sought

ANPA has applied for a patent on a non-petroleum-based ink—ANPA-247™—"that offers excellent quality and improved 'mileage' over present-day inks," according to Erwin Jaffe, director of the ANPA/RI Research Center.

His staff has been working on developing the ink since April 1980. It was field-tested at several newspapers [**presstime,** June 1981, p. 51].

John Moynihan, an ink chemist at the Institute, has been working on the ink project, experimenting with synthetics, non-petroleum-based oils and water. ☐

Environmental studies up

TAS summary shows changes in concerns

Engineers at the ANPA Research Institute have performed nearly 1,000 Technical Advisory Service studies in the past 18 years, a summary of the service shows.

To perform a TAS, engineers travel to a newspaper plant to study and advise in such areas as the need for new plants and equipment, selection of new equipment or processes, layout of new facilities, reproduction problems, and compliance with government regulations [**presstime,** Oct. 1981, p. 44].

Recently, an additional type of TAS was implemented, covering the environment of areas where VDTs are used (ergonomics). The studies embrace lighting, anti-glare measures, office furniture and the positioning of terminals for operator ease and comfort [**presstime,** Dec. 1981, p. 36].

TAS engineers also have testified as expert witnesses on newspapers' behalf in hearings relative to citations from the Occupational Safety and Health Administration and the Environmental Protection Agency.

"In almost every instance, findings of hearings have been in favor of the newspapers," said ANPA Vice President/Technical William D. Rinehart.

From 1970 to 1981, TAS studies were conducted in 46 states, Canada, Puerto Rico, Jamaica and the Bahamas. The majority of the studies were conducted in Pennsylvania (104), New York (62), New Jersey (56), Ohio (37), California (36), Massachusetts (34) and Indiana (31).

Circulations of newspapers using the service ranged from 5,000 to two million.

Although the number of TAS studies conducted from 1978 through 1981 remained about the same, emphasis in types of reports changed:

- Reports in the areas of environmental control and OSHA-related measurements and inspections increased from about 9 percent to 38.

Production Engineer Clifford E. Hansche said the increase was due to changes in OSHA regulations dealing with noise, air pollution and chemical pollutants.

- The most dramatic decrease came in the area of plant and departmental layouts where 25 percent of the reports were generated in 1978 compared with 2.5 percent in 1981.
- The number of reports for mail room and press-related TAS studies decreased from about 15 percent of the total in 1978 to 3.5 percent in 1981.

Rinehart said the reports in these two areas fell off because most of the smaller-circulation newspapers had made changes in their plants by last year.

- The number of TAS reports on front-end, classified, production and business systems dropped from 15 percent to 7 percent.

Because many newspapers already had purchased such systems, the number of newspapers buying new equipment dropped off in this period, Hansche said.

Newspapers are charged $500 per day for each day the engineers stay at the newspaper plant, $250 per day for travel, plus expenses, and $125 per day at the ANPA offices for report writing. ☐

Technical publications on hand at ANPA/RI

The following publications are available from the ANPA Research Institute, Easton, Pa.:

- *RI Bulletin* annual bound volumes—Containing technical reports on newspaper production. For volumes 1966-76, price is $8 each for members, $10 for non-members; for 1977-79, it is $18 for members, $20 for non-members.
- *AdPro/81™ ROP Newspaper Color Ink Book Volume 6* for letterpress and *AdLitho/81™ ROP Newspaper Color Ink Book Volume 2* for offset—Offering precise visual samples of eight basic colors and 54 resulting blends chosen by an analysis of the needs of advertising customers, agencies and newspapers [**presstime,** Feb. 1981, p. 34]. Price is $30 each, or $25 per copy for orders of 10 or more.
- *Electronic Applications*—A 260-page, 1979 listing of electronic equipment at ANPA-member newspapers, including OCRs, VDTs, computers and computer-generated reports [**presstime,** Dec. 1980, p. 36]. Price is $8.50 per copy.
- *Annual Specifications Data Report*—A 176-page, 1980 listing of production specifications of member newspapers [**presstime,** June 1981, p. 51]. Price is $18 per copy.
- *Newsprint Properties Analyzed, Special Report No. 81-3*—Measurement of the variations of newsprint properties that influence printing quality. No charge.
- *Newsprint Waste Special Report No. 81-1*—A 28-page annual report showing newsprint waste percentage of member newspapers. No charge.
- *Technical Advisory Service Special Report No. 81-2*—Explaining the ANPA/RI in-plant TAS service available to member newspapers. No charge.

Papers using more recyclable glues

Water-soluble glues or repulpable tapes are being used more during paster operations in newspaper pressrooms, according to pulp and paper industry officials.

Recycling mills urge all newspapers to use the glue or tape because any newsprint can end up at a recycling mill, and traditional latex glues can cause glue spots, or "stickies." These glue spots can't be removed in recycling and can cause web breaks [**presstime,** March 1981, p. 53].

Don Troemel, manager/public relations of Garden State Paper Co., which owns all or part of four of the seven U.S. newsprint recycling mills, said all of the company's major New England newspaper accounts are using recyclable glues or tapes.

Gayle Caregnato, product manager at Adhesives Research Inc., said the market is growing because "more and more people are becoming waste-conscious."

She said there are two types of newspapers most interested in using recyclable glues and tapes: those with 150,000-plus circulations, with much waste to dispose of; and those that are near recycling mills.

Water soluble glue is about twice as expensive as latex glue, but takes only about half as much glue to get the job done, said Troemel of Garden State Paper. ☐

Paper installs own oil pressure light on small press

As in an automobile, if the level of oil in a press falls too much, extensive damage can result.

Most larger presses have warning devices that signal when oil pressure drops, but smaller presses typically lack such warning systems.

"It's like playing Russian roulette," said Pete Eyerly, publisher of the Bloomsburg (Pa.) Press (morning, circulation 12,075).

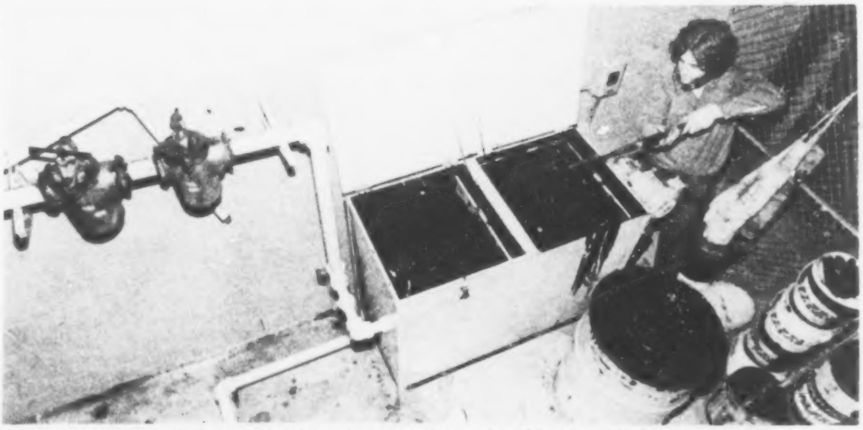
After the oil pressure fell in his Goss Urbanite press last summer, a coupling fell off and shut down the press, resulting in about $4,000 to $5,000 in repair costs, Eyerly said.

Eyerly had his staff install a warning light on each of the eight units of his press at a total cost of about $2,000.

Using the same switches that are on the Goss Metroliner presses, Maintenance Superintendent Thomas Morris ran a flexible conduit keyed into the oil line where it leaves the oil pump.

Morris said he ran the wire into the push-button station on the drive side of the press, and from there to the push-button station on the operator's side. There, he attached the indicator light. Installation took about five hours per unit, he reported.

Rockwell International, whose Goss subsidiary manufactures the Urbanite, heard of the development and is exploring the possibility of providing warning light kits for users of smaller Goss presses. ☐



Ken Koons

Pressman Cliff Dull shovels ink into the recycling unit at The Carroll County (Md.) Times. The homemade system, costing about $1,800, uses unusually large ink storage tanks.

Ink-tank motor drives recycling system

An ink recycling system that costs about half that of commercial systems has been developed at The Carroll County Times in Westminster, Md. The system is said to be unique in that it uses the same motor that drives the ink tank to power the recycling unit.

When Publisher Edward E. Beeler decided he wanted to begin recycling the ink at his 16,579-circulation morning daily, he began to look at systems on the market.

"We found the systems . . . to be complicated and fairly expensive," priced at between $3,700 and $5,000, Beeler said.

The publisher asked plant Manager Mike Dougherty, a former plumber, to design a homemade system, which some other papers had done previously [**presstime,** Feb. 1981, p. 32].

The Times' system uses tanks that hold up to 1,000 pounds of ink prior to recycling, compared to about 30 pounds for commercial systems.

Using the services of a local plumber, the system was installed in four to five hours at a total cost of about $1,800, Dougherty said. The system paid for itself in about three months, Beeler added.

Beeler said ink is run through three filters four to five times and is mixed with virgin ink (in a 50-50 to 40-60 ratio) in lines running back to the press, "never back to the ink tank."

Dougherty said that prior to installation of the system, the newspaper was dumping about 5,000 pounds of ink per year, and that with the new system, only about 240 pounds are discarded. ☐

Seminar on press options scheduled for March

An ANPA symposium on Pressroom Options will be held March 30-31 at Chicago's Hyatt Regency O'Hare. Representatives of newspapers, manufacturers and suppliers are invited.

The program is designed for newspaper personnel seeking pressroom quality, productivity and economic return on investment.

The symposium will be divided into three general areas—conversions, flexographic press units and anilox retrofit units. Speakers will discuss their newspapers' experiences with such manufacturers as Smith RPM, Tokyo Kikai Seisakusho Ltd., Press Machinery Corp., Publishers Equipment Corp., Kidder-Stacy, Flex-O-Line, K & F Manufacturing Co., and others. Experimental results with ANPAPRESS™ and anilox retrofit units will be discussed.

Other presentations will cover plastic plates, newsprint and ink for conventional and newer printing presses.

The $250 registration fee includes sessions, continental breakfast both days and lunch on March 30. A registration form is attached to this issue of **presstime** as a pull-out insert. Enrollment is limited to 200 people.

Room reservations may be made directly by calling the Hyatt Regency at (312) 696-1234. The room cost of $82 per night per person is not included in the registration fee. When making reservations, participants are asked to specify attendance at the ANPA symposium.

For additional information contact Erwin Jaffe, director, Research Center, at the ANPA Research Institute, Easton, Pa.

Telford Toulemelis, Call-Chronicle Newspapers

Technician Bob Reinhard tests a terminal

VDTs pass tests at Allentown paper

All devices that conceivably could emit radiation were tested recently at The Morning Call of Allentown, Pa., and its bureaus.

The only radiation reading, a minimal one, was detected from a microwave oven in the company's employee cafeteria.

Radiation was recorded at "normal background" levels or a hair above the amount registered when testing file cabinets and desks. The highest reading came from an employee's wrist watch.

The company tested televisions, portable and console video display terminals and other word-processing equipment in editorial, classified advertising and production departments and in the business office.

TV sets showed slightly more non-ionizing radiation than VDTs. However, all equipment was operating well under occupational safety standards, the newspaper reported.

The tests were conducted by the newspaper's technical services staff over a three-day period. Meters were furnished by System Integrators Inc., manufacturer of the Call's new computer system. ☐

Press conversion companies battle over agreement

Two of the five major suppliers of letterpress-to-offset press conversion systems are squaring off in U.S. District Court in Kansas City, Mo.

In the suit, Press Machinery Corp. alleges that Smith R.P.M. Corp. violated terms of an out-of-court settlement of an earlier suit between the two. Both parties say the result of the current suit will have no effect on newspapers that have purchased conversion systems from either company.

In the earlier suit that was settled out of court in July, Smith R.P.M. of Lenexa, Kan., had alleged that the PMC of Bensenville, Ill., broke an agreement between the two companies not to compete for two years, according to Smith attorney James Burgess.

Smith also had accused PMC of illegally using trade secrets, Burgess said.

In the pending suit, which was filed Oct. 1, PMC alleges that Smith violated another agreement, stemming from the original suit, that the two firms would "compete openly and fairly," according to PMC President Randal Coakley.

Coakley said Smith "threatened" some customers by saying in a letter that because it had been granted a methods patent on the conversion process, purchasers of the PMC materials might be infringing on Smith's patent.

PMC seeks to cancel the Smith patent and to receive $12 million in damages. PMC has patents pending on the conversion apparatus.

Both sides have until March 16 to submit pre-trial information to the court. No hearing date has been set. ☐

Equipment for sale

Compugraphic 4961 TL, with fonts and spare parts kit, $2,500; two Compugraphic 7200's, $1,000 each; Compugraphic direct input keyboard, $600; Varityper 1010, $600. This equipment is better than average. Contact Jim Robertson, production manager, The Sentinel Record, P.O. Box 580, Hot Springs National Park, Ark. 71901; (501) 623-7711.

Used letterpress stereo platemaking equipment: one Wood heavy duty Pony autoplate; one 10-ton Nolan remelt (lead) pot; two Sta-Hi Master routers (curved plate); one Premier rotary shaver—18 inch-x-24 inch-bed; one Master rotary washout machine—double plate; two Master printers; two DuPont Dycril plate dryers; four Sta-Hi Master vacuum mat formers—2 need thermostats; and one Hoe Monarch II matrix rolling machine. Contact David S. John, general manager, The Times Herald, Markley, Ann to Airy Street, Norristown, Pa. 19404; (215) 272-2500.

Compugraphic 7200 Hi Range, serial no. [illegible]692; 10 film strips; spare parts. Good condition; available March 1; $2,995. F.O.B. our plant. Contact Barbara C. Jones, business manager, The Albany Herald, P.O. Box 48, Albany, Ga. 31702; (912) 888-9315; or composing foreman, (912) 888-9329.

Equipment wanted

The World Press Freedom Committee seeks used newspaper equipment for newspapers in developing nations. Equipment contributions to the committee qualify as tax deductions under Section 501(c)(3) of the Internal Revenue Code. For further information, contact George Beebe, vice chairman, projects, World Press Freedom Committee, 1 Herald Plaza, Miami, Fla. 33101, (305) 350-2401.

(Editor's note: Exchange notices are published without charge as a service to ANPA-member newspapers.)

Layout-80 software now at 17 newspapers

Layout-80™, an interactive ad-dummying system developed by the ANPA Research Institute's Computer Applications Department, has now been installed at 17 newspapers—an increase of nine since last spring [presstime, May 1981, p. 34].

According to Richard Cichelli, research manager/computer applications, another 24 newspapers are committed to installing the system, which can dummy a large metro daily in five minutes.

A Research Institute computer expert installs the program for newspapers. Charges for the service are $300 per day plus $150 per each day of travel. There is also an annual users' fee of at least $400. The fee depends on the capabilities of the newspaper's computer system.

'81 consumption in U.S. was second-highest ever

U.S. newsprint consumption totaled 10,139,000 metric tons in 1981, up .5 percent from 1980, according to preliminary figures.

If that total holds up following further refinement of data, 1981 will go down as having had the second-highest level of newsprint consumption by all U.S. users. The all-time high of 10,199,000 tons was set in 1979.

But 1981 consumption by U.S. daily newspapers was down .7 percent from 1980—7,785,801 metric tons compared to 7,842,420. U.S. daily newspapers used 76.7 percent of all newsprint consumed in the United States last year.

Canadian newsprint production totaled 8.9 million metric tons in 1981, up 3.7 percent from 1980. U.S. production was 4.8 million metric tons, up 12.1 percent.

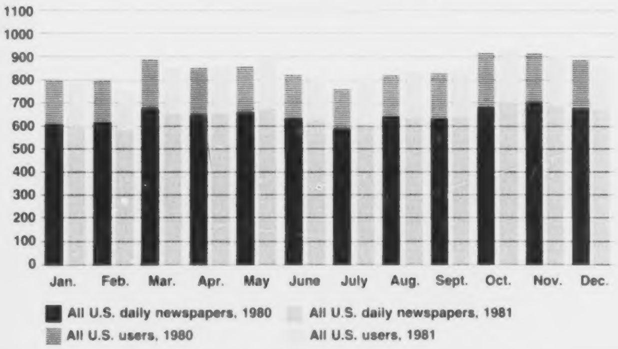
Total shipments from Canadian mills for 1981 increased about 3.4 percent from 1980. Shipments to the U.S. declined about 1 percent; those overseas increased about 19 percent; and those to Canadian customers rose nearly 7 percent.

Total shipments from U.S. mills for the year increased about 12 percent. Domestic shipments increased about 10 percent, while exports rose about 61 percent.

Canada's share of the U.S. market dipped to 58 percent in 1981, down from 60 percent in 1980. The United States supplied 42 percent, imports supplying the balance.

Stocks of ANPA-member newspapers in the statistical sample totaled 60 days' supply the end of December, compared to 52 days' supply at the end of December 1980.

Estimated newsprint consumption, 1980-81
(Thousands of metric tons)



Estimated consumption of all U.S. daily newspapers[1]

Region	November 1981	November 1980	% Change
Northeast	171,008	172,272	–0.7
North Central	153,821	162,739	–5.5
South	213,310	213,096	+0.1
West	157,103	154,206	+1.9
Circulation size			
0-25,000	56,923	52,203	+9.0
25,001-100,000	126,703	129,935	–2.5
over 100,000	511,616	520,175	–1.6
November totals	695,242(r)	702,313	–1.0(r)
Eleven-month totals	7,106,108(r)	7,160,980	–0.8(r)
Region	**December 1981**	**December 1980**	**% Change**
Northeast	161,157	158,962	+1.4
North Central	149,470	160,086	–6.6
South	216,239	209,916	+3.0
West	152,827	152,476	+0.2
Circulation size			
0-25,000	58,727	54,437	+7.9
25,001-100,000	126,762	127,477	–0.6
over 100,000	494,204	499,526	–1.1
December totals	679,693(p)	681,440	–0.3(p)
Twelve-month totals	7,785,801(p)	7,842,420	–0.7(p)

Estimated consumption of all U.S. users

	1981	1980	% Change
October totals	924,000(r)	913,000	+1.2(r)
November totals	907,000(r)	909,000	–0.2(r)
December totals	874,000(p)	881,000	–0.8(p)
Twelve-month totals	10,139,000(p)	10,088,000	+0.5(p)

Production

	Canada	U.S.A.	North America
December 1981	743,271	358,708	1,101,979
December 1980	691,497	338,427	1,029,924
Increase or decrease	+51,774 +7.5%	+20,281 +6.0%	+72,055 +7.0%
Twelve months 1981	8,945,898	4,752,314	13,698,212
Twelve months 1980	8,625,262	4,238,724	12,863,986
Increase or decrease	+320,636 +3.7%	+513,590 +12.1%	+834,226 +6.5%

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
December 1981	541,006	91,943	166,623	799,572
December 1980	532,514	86,636	116,036	735,186
Twelve months 1981	6,062,220	1,045,464	1,809,174	8,916,858
Twelve months 1980	6,117,552	980,341	1,524,217	8,622,110
From U.S. mills				
December 1981	348,246	----	18,346	366,592
December 1980	340,478	----	16,915	357,393
Twelve months 1981	4,452,100	----	283,163	4,735,263
Twelve months 1980	4,058,410	----	176,053	4,234,463
From North American mills				
December 1981	889,252	91,943	184,969	1,166,164
December 1980	872,992	86,636	132,951	1,092,579
Twelve months 1981	10,514,320	1,045,464	2,092,337	13,652,121
Twelve months 1980	10,175,962	980,341	1,700,270	12,856,573

Stocks

U.S. publishers[2]		(Days' supply on hand)	(Days' supply in transit)
October 1981	958,748	42(r)	7
October 1980	762,829	33	6
November 1981	947,352	44	8
November 1980	696,243	32	6
December 1981	979,912	51(p)	9(p)
December 1980	732,148	37	8
Canadian mills			
December 1981	193,886	--	--
December 1980	164,846	--	--
U.S. mills			
December 1981	37,643	--	--
December 1980	20,592	--	--

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[1] Based on stratified data from ANPA-member newspapers in statistical sample; figures in this and other tables in metric tons

[2] Represents stocks of ANPA-member newspapers in statistical sample

(r) = revised
(p) = preliminary

U.S. capacity growth in 1980-81 exceeded gain in prior 10 years

U.S. newsprint capacity will increase by about 552,600 metric tons (608,000 short tons) in 1982-84, according to the American Paper Institute's annual study [**presstime,** March 1981, p. 49]. This represents a 3.7-percent average annual rate of increase.

During 1980 and 1981, the report said, U.S. newsprint capacity grew by an "exceptional" 1 million metric tons (1.1 million short tons), or 26.2 percent, to reach more than 4.8 million metric tons (nearly 5.3 million short tons). This increase exceeded the total gain in U.S. newsprint capacity over the previous 10 years.

Because growth in domestic consumption has been limited in recent years, this capacity increase has resulted in less reliance on imports of newsprint and an increase in exports, API said.

The API survey was completed last October and is based on responses by companies whose manufacturing facilities provide 92 percent of all U.S. paper and paper board production, and 95 percent of all wood-pulp production. □

Newsprint notes

Two British Columbia-based newsprint manufacturers that recently raised prices for their Canadian customers now have decided to **increase prices** for their U.S. customers, too.

MacMillan Bloedel Ltd. and British Columbia Forest Products Ltd. will raise their prices for U.S. customers from $500 to $525 a metric ton. The MacMillan increase will take effect March 1, the BCFP increase April 1.

Late last year, both companies had alerted their Canadian customers to price increases: BCFP to $540 for all Canadian customers, effective Jan. 1, 1982; MacMillan to $540 a metric ton for customers on Vancouver Island and the lower mainland of Canada, and to $556 for customers in the interior of British Columbia and in Alberta, effective Dec. 1, 1981 [**presstime,** Dec. 1981, p. 33]. MacMillan subsequently rolled back the interior British Columbia and Alberta increase to $540.

The recent moves bring these companies' prices into line with those of Eastern manufacturers that have announced price hikes [**presstime,** Jan. 1982, p. 40].

• • •

In Eastern Canada **labor negotiations** beginning this spring, the Canadian Paperworkers Union will seek an increase of $2.25 an hour, or about 20 percent, in the first year of a two-year pact. It will seek a 17 percent increase in the second year.

Labor contracts between management and the major unions representing pulp and paper workers will expire at 36 Canadian newsprint mills this year, the majority on April 30 [**presstime,** Oct. 1981, p. 46].

A new two-year contract was ratified last year between the CPU and four British Columbia newsprint mills. It included wage increases of 15 percent in the first year and 13 percent in the second. It also contained a cost-of-living clause, a more liberal vacations policy, adjustments for tradesmen and a shift-differential increase.

• • •

The **study of kenaf's potential** as a source of raw material for newsprint is expected to be received in final form this month.

The study originally had been scheduled for completion by the end of 1981, but Soil and Land Use Technology Inc., which has been conducting it for ANPA, encountered some delays.

Discussion of the report will be a featured part of the ANPA-sponsored international kenaf newsprint conference, "Seed to Read," April 29 in San Francisco [**presstime,** Nov. 1981, p. 48].

In a mid-January letter of invitation to the conference, ANPA Newsprint Committee Chairman Donald N. Soldwedel, president and publisher of The Yuma (Ariz.) Daily Sun, called preliminary information from the study "highly optimistic." □

Soft U.S. demand expected to curb Canadian exports

The Canadian Pulp and Paper Association said it expects newsprint shipments from Canadian mills to decline as much as 7 percent this year. It gave anticipated lower U.S. demand as the reason for its prediction that 1982 shipments will be 8.2 million metric tons, down from 8.9 million metric tons in 1981. The United States consumes 70 percent of Canada's newsprint.

Lower U.S. demand for newsprint, the Association said, would result from the weak economy, anticipated reductions in inventories and continued increases in U.S. domestic newsprint capacity (see story on this page).

In its forecast, the CPPA also said it expects Canadian newsprint mills to operate at 82 percent of capacity this year, down from 94 percent in 1981. There will be an updated report at mid-year.

Two Canadian newsprint companies and one in the United States already have taken or have announced they will take steps aimed at limiting production.

Because of soft newsprint markets, Abitibi-Price Inc. said it expects to close its Grand Falls, Newfoundland, newsprint mill in the second or third quarter for five or six weeks and plans to run the mill at 90 percent of capacity for the year.

Marketing conditions also have forced St. Raymond Paper Ltd. temporarily to reduce production at its St. Raymond, Quebec, newsprint and speciality-paper mill.

In the United States, Great Northern Nekoosa said its East Millinocket, Maine, newsprint mill shut down for six days in late December instead of the normal two. □

New mill opens in Maine; NY Times is partner

Ceremonies Jan. 17 marked the official opening of Madison Paper Industries' new, $200-million "supercalendered" paper mill in Madison, Maine.

The mill, the largest of its kind in North America, is a partnership between The New York Times Co. and Myllykoski Oy of Finland. The Times uses this type of paper in its Sunday magazine. □

Helping smaller papers

Conversion to daily requires research, planning, promotion

By Harry W. Edwards

It is hardly a revelation that most non-daily publishers hope that one day their community may support a daily.

However, prestige alone provides scant reward for a publisher who converts a strong weekly into a weak daily, whose advertisers are content merely to stretch their same weekly ad budget out over the additional days of publication.

While lack of advertiser support may be the most obvious reason for failure of a new daily, the underlying causes can be summarized generally as inadequate planning, insufficient market research and improper promotion.

Those non-daily publishers who have made the transition successfully to the daily field (see box) invariably stress these key factors, although each market is unique. Following are reports on three of them—one in detail and two others in brief:

- In Westminster, Md., The Carroll County Times started its planning for increasing publication frequency in 1976 as a semi-weekly, went tri-weekly (M-W-F) in 1977, changed from p.m. to a.m. in 1978 and became a daily in March 1980.

Publisher Edward E. Beeler set up his planning committee two years in advance of the conversion to daily to develop a detailed market survey, to determine the best circulation and advertising development programs, to analyze area news coverage, to review existing and potential production problems, and to develop a promotion program involving the newspaper and other media. The committee also made key projections of revenues and costs and established certain procedures of operation.

After conferring with his staff, Beeler made the key decisions: to continue in the morning field and to publish five days a week (Monday through Friday) rather than six.

His market survey considered such factors as business and population growth, competition, percentage of home-delivered to single-copy sales, and household penetration.

Beeler's projections included an analysis of circulation rates in moving from a three-to a five-day publication. The conclusion was to raise the subscription price from $13.50 to $28.50 per year.

However, anyone who subscribed during the first month as a daily received a full year at the tri-weekly price. This reduced his projected increase in circulation revenue substantially, but it provided wide circulation for the new daily and made it an attractive vehicle for advertisers. He considered the initial loss in circulation revenue to be a promotional expense.

U.S. non-dailies converted to dailies

1981
Gilroy (Calif.) Dispatch
Manteca (Calif.) Bulletin
Jupiter/Tequesta (Fla.) Journal
Wailuku (Hawaii) Maui News
Chevy Chase (Md.) Montgomery Journal
College Park (Md.) Prince George's Journal
Alexandria (Va.) Journal
Arlington (Va.) Journal
Fairfax (Va.) Journal

1980
Andalusia (Ala.) Star News
Carrollton (Ga.) Times-Georgian
Westminster (Md.) Carroll County Times
Lexington (Mo.) News
Eden (N.C.) News
Mount Airy (N.C.) News
Tehlequah (Okla.) Pictorial Press
Carrollton (Texas) Chronicle
Farmers Branch (Texas) Times
New Braunfels (Texas) Herald-Zeitung
Christiansburg (Va.) News Messenger
Radford (Va.) News Journal

1979
Sylacauga (Ala.) Advance
Auburn (Calif.) Journal
Vero Beach (Fla.) Press-Journal
Abbeville (La.) Meridional
Broken Arrow (Okla.) Ledger
Seguin (Texas) Gazette-Enterprise
Auburn (Wash.) Globe-News
Kent (Wash.) News Journal
Renton (Wash.) Record Chronicle

In converting to a daily, the Times allocated additional funds for mailing, carriers, another part-time distributor, a 66-percent increase in hours for existing distributors, 10 additional newsracks, plastic bags and tubes.

The news department added wire service, wire photos, columnists and features. The newshole was increased from 40 to 46 percent. The 11-member staff of the news department was enlarged, but only as the new daily grew. It now includes 16 full-time employees.

A projected gain in advertising revenue was based on a planned production of 114 newspaper pages per week, representing a gain of 30 pages. The advertising department staff of 8.5 people was expanded to meet demand. However, an effort was made to lower the cost of advertising expense relative to total revenue from 12 percent to 10 percent. It now stands at 8 percent despite an increase in the ad staff to 10 people.

Major advertisers showed little interest in a total-market-coverage product, so none was planned.

There was some increase in production costs (including newsprint). However, production-personnel costs actually dropped because of the introduction of labor-saving equipment.

A two-week period of test runs as a daily preceded the actual launch date. Beeler found this trial period to be most valuable, involving as it did processing of all copy and photos, not just the wire material.

In compiling a first-year budget for the new daily, Beeler projected a revenue increase of 77.7 percent from advertising and 23.3 percent from circulation. He allocated spending increases for news by 12.4 percent; production, 59.4; circulation, 25.6; administrative, 2.6; and advertising, 0.

Today, the Carroll County Times enjoys a circulation of more than 16,500, up from about 13,000 in its final months as a tri-

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Edwards, director of membership development for ANPA, spends about half of each year on the road visiting newspapers and meeting with their top executives. His column focuses on some of the activities and concerns of the smaller newspapers within the Association.

weekly.

• In Vero Beach (Fla.), Publisher John J. Schumann Jr. converted his tri-weekly (including Sunday) Press Journal to a five-day daily in October 1979.

A minor drop in home subscriptions as a result of increasing the price from $12 to $18 per year was offset by increased single-copy sales of the Sunday paper. Paid-in-advance subscriptions were honored for the period of the original subscription.

As a tri-weekly, the Press Journal published 150 pages a week with a ratio of 65:35 percent advertising to news. This shifted to 58:42 on conversion to daily, with an additional 50 pages a week initially. It now publishes 250 to 300 pages a week.

Schumann emphasizes the importance of promoting among its readers the advantages of a daily and conducting trial runs to minimize composing room bottlenecks, particularly in paste-up.

Serving a market also reached by Cocoa Today, the Orlando Sentinel Star and other dailies, the Press Journal now has more than 14,500 daily circulation and 16,400 on Sunday, compared to 13,700 as a tri-weekly. A Saturday edition was launched in January 1980, and a Monday edition began appearing several weeks ago.

Buoyed by this success, the Press Journal now publishes every day.

• In Crystal Lake, Ill., the Herald converted successfully from a tri-weekly to a daily in May 1978 in a hotly competitive suburban area northwest of Chicago.

In commenting on the switch, Publisher Paul Zilly also cites a failure to do an adequate promotion job (including carrier training) on the benefits of a five-day publication and inability to anticipate the degree of community opposition.

Two other initial mistakes, he says, were pro-rating paid-in-advance subscriptions and eliminating a senior citizens' discount. Both were subsequently corrected.

Circulation of the Crystal Lake Herald now stands at about 8,500, up from its tri-weekly circulation of 7,700 at the time of conversion. □

National Public Radio proposes UPI plan

National Public Radio is pondering a plan whereby E. W. Scripps Co. would give it the financially troubled United Press International wire service.

NPR, which proposed the deal, would operate the wire service as a commercial enterprise. Scripps could claim a tax deduction for the donation.

Both sides maintained that the fact that NPR receives the bulk of its funds from the federal government is not a problem in consideration of the transaction.

In a statement Jan. 15, the NPR board of directors announced that it had instructed NPR staff to "continue further evaluation" of the plan.

NPR Board Chairman Maurice Mitchell said the deal would depend partly on whether the radio network could raise enough private money to sustain UPI at least five years. He said NPR officials were seeking such funding.

NPR programming consists primarily of news and features. There are no commercials.

Public funding of the network began in 1970 when NPR had a budget of $703,000, of which $14,147 came from federal funds, according to Selma Y. Perelman, deputy director of promotion and public affairs. Government assistance thereafter ballooned, and this fiscal year NPR will receive $14.9 million, representing about 75 percent of the network's $20-million budget, she noted.

Perelman said despite the high level of federal aid, NPR is not government-controlled. It receives taxpayer dollars through the Corporation for Public Broadcasting, which she described as "an insulating entity between us and the federal government."

She also said government appropriations are scheduled to be reduced to 50 percent of the NPR budget by 1986, and NPR officials hope they will be able to make do with even less than that degree of federal support.

Scripps President Edward W. Estlow discounted the notion that UPI could be compromised if it were owned by a government-financed entity.

Like Perelman, Estlow noted that federal funding of NPR will be decreasing. He also maintained that current funding "is made in such a way as not to make a difference" to NPR's editorial activities. "There is no government influence on NPR," he said. □

1981 scoreboard shows 9 new dailies but 15 defunct ones

Nine new daily newspapers started publication in North America last year, while 15 others stopped publishing daily—a net loss of six. This compares with a net loss of seven in 1980, a net loss of four in 1979 and a net gain of 11 in 1978 [**presstime**, March 1981, p. 56].

Of the 15 dailies that ceased publication last year, eight suspended outright, three converted to weekly frequency and four were lost through mergers.

Data are based on information available to ANPA.

The nine new daily newspapers had published prior to 1981 with lesser frequency. They are listed in the chart on the preceding page.

Ending daily publications were:

Suspending outright

- Rogers (Ark.) Daily News—(Sept. 1)
- Washington Star—(Aug. 7)
- Long Island City (N.Y.) Queens Evening News—(March 20)
- Jeannette (Pa.) News-Dispatch—(Nov. 3)
- Philadelphia Journal—(Dec. 16)
- York (Pa.) Morning Journal—(Jan. 3)
- Austin (Texas) Citizen— (Oct. 30)
- London (Ontario) Free Press (evening edition)—(Oct. 15)

Converting to weekly

- Cottonwood (Ariz.) Independent—(Sept. 30)
- Hoopeston (Ill.) Chronicle-Herald—(Oct. 1)
- Aurora (Mo.) Advertiser—(Oct. 19)

Merging

- Sylacauga (Ala.) News and Talladega (Ala.) Home—jointly owned newspapers merged into one newspaper. The Daily Home-Sylacauga News (Dec. 1)
- Long Beach (Calif.) Independent and Press-Telegram—a.m./p.m. combination went all-day (April 15)
- Anderson (S.C.) Independent and Mail—a.m./p.m. combination went all-day (Sept. 30)
- Fulton (Mo.) Kingdom Daily News and Fulton Daily Sun-Gazette—The Sun-Gazette was acquired by and merged with the Daily News (Dec. 1). □

Interest shown in Bulletin, News

Owners say they have potential buyers for two major newspapers on the market.

But neither the Jacksonville, Fla.-based Charter Co.—owner of The Bulletin of Philadelpha—nor the Tribune Co. of Chicago—owner of the New York Daily News—has identified interested parties.

The Jan. 6 disclosure that The Bulletin is for sale came on the heels of a similar announcement Dec. 18 regarding the Daily News and the closure of the Philadelphia Journal Dec. 16 [**presstime,** Jan. 1982, pp. 26, 51].

J.P. Smith, president of Charter's publishing subsidiary known as Chartcom, said The Bulletin's performance had fallen "significantly short" of financial targets. The company decided not to continue providing the capital necessary to support its operations, he said, but it set no deadline for disposing of the newspaper.

Publisher N.S. Hayden said in a letter to the staff that the announcement "does not augur well for our future."

Last August, Charter said it would invest up to $30 million for capital and operating expenses in support of "a strategic plan" to make the newspaper profitable by 1984. That came after unions at the paper voted to accept about $4.9 million in wage cutbacks and other concessions [**presstime,** Sept. 1981, p. 43].

The Philadelphia Industrial Development Corp. said it was prepared to offer financial incentives, such as long-term, low-interest loans, to any buyer.

Daily News building is among assets for sale.

In the Daily News' case, Stanton R. Cook, president and chief executive officer of the Tribune Co., said Jan. 7 that the company has received a number of serious inquiries from potential buyers. But he did not elaborate. ☐

New law's tax credit not for news research

While new federal tax rules allow a tax credit for increases in industrial research, the credit will not apply to news research (including market research) by newspapers.

The type of research covered by the tax credit is scientific, engineering and technological research to create new products or improve existing ones, according to Roy Beheler, a certified public accountant with the firm of Ernst and Whinney.

However, news research continues to be a legitimate tax deduction as a business expense.

Sheriff's sale blocked

The Pennsylvania Department of Labor and Industry blocked a sheriff's sale of assets of the defunct News-Dispatch of Jeannette that had been scheduled for late December. Hearings are planned on claims of back wages owed former employees [**presstime,** Jan. 1982, p. 51]. ☐

Recent acquisitions

Donrey Media Group, Fort Smith, Ark., acquired the Fournier Newspapers of Washington state: Renton Daily Record Chronicle, circulation 14,888; Kent Daily News Journal, circulation 13,486; and Auburn Daily Globe News, circulation 10,213.

Thomson Newspapers Inc., Des Plaines, Ill., acquired the Florence (S.C.) Morning News, daily circulation 32,690. ☐

Crisis reporting examined in depth

"Reporters are not products of newsrooms alone," says John Crothers Pollock, author of *The Politics of Crisis Reporting; Learning to be a Foreign Correspondent.* His 221-page book explores how factors such as learning experiences and attitudes shape a reporter's perspectives on crisis reporting.

Examining the importance of choices made early in a reporter's career, Pollock suggests that the "journalism profession in general and crisis reporting in particular is profoundly affected by heroic individuals making critical decisions."

The book was published in 1981 by Praeger Publishers, 521 Fifth Ave., New York, N.Y. 10175. Cost is $24.95. ☐

New college text focuses on features

For the journalism student seeking to begin a first newspaper job with confidence, *A Concise Guide to Newspaper Feature Writing* by E. J. Friedlander could help.

Friedlander, associate professor of journalism at the University of Arkansas at Little Rock, says his booklet is designed as a supplemental text for college feature-writing courses. The 56-page guide includes examples of 25 types of feature stories, plus information on techniques.

Copies are available for $5.75 each from University Press of America, 4720 Boston Way, Lanham, Md. 20706. ☐

Directory has facts on papers' libraries

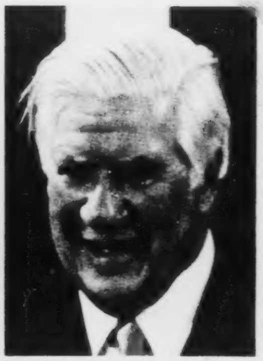
An updated directory covering 314 newspaper libraries has been published by the Newspaper Division of the Special Libraries Association.

The second edition of *Newspaper Libraries in the U.S. and Canada* lists each newspaper's library personnel, policy on public access, services available and hours of operation.

The 321-page reference book is available for $17.50 from the Special Libraries Association, Order Department, 235 Park Ave. South, New York, N.Y. 10003. ☐

Treasury Secretary Regan

Ambassador Kirkpatrick


House Speaker O'Neill

Sen. Kennedy

FCC Chairman Fowler

Headliners to address Convention

Treasury Secretary Donald T. Regan, UN Ambassador Jeane J. Kirkpatrick, House Speaker Thomas P. "Tip" O'Neill Jr. (D-Mass.) and Sen. Edward M. Kennedy (D-Mass.) will be among speakers at the 96th Annual ANPA Convention April 26-28 in San Francisco.

Others will include Federal Communications Commission Chairman Mark Fowler and CIA Deputy Director Bobby R. Inman, who also have confirmed appearances. President Ronald Reagan and Secretary of State Alexander M. Haig Jr. have been invited to address the Convention but have not announced whether they will accept.

Current Convention plans include "clinics" on labor, readership, cable systems for small dailies, alternate delivery systems and market saturation programs, and co-op advertising opportunities.

Also planned are more extensive sessions on:

- Telecommunications, featuring an update of current events.
- Marketing, featuring discussion on media trends and competition, direct mail and advertising.
- "Publishing Better Newspapers Today: a Critical Look at What is Essential for Us to Prosper."
- "The Human Side of Publishing."

"Family events" during the convention will include tours of the San Francisco Bay area and the Northern California wine country.

The annual ANPA Dinner/Dance Tuesday evening will feature composer-conductor Henry Mancini.

Convention registration, meal function and hotel reservation forms were mailed Jan. 15. For extra copies, contact Constance James at The Newspaper Center, (703) 620-9500, extension 222. ☐

ANPA: *serving the membership*

Savings realized on shipments

The ANPA Newsprint/Traffic Department often has helped member newspapers save appreciable amounts of money.

The department's manager, Joseph F. Prendergast Jr., cites this recent example:

The Illinois Central Railroad notified Mississippi Publishers Corp. that it no longer qualified for an off-track allowance in connection with newsprint shipments to the company's plant where the Clarion-Ledger and The Jackson Daily News are printed.

Newspapers located in areas east of the Rocky Mountains that receive their newsprint by rail but lack private rail sidings generally receive free truck delivery by the railroad from the tracks to the newspaper plants. An allowance of up to $2.50 per ton is made to a newspaper that makes its own arrangements for delivery. For those papers with sidings, normally there is an unloading allowance of 50 cents per ton.

The railroad also tried to collect $44,171.94 in allowances it had paid the newspaper company for the previous two years. Publisher R. M. Hederman Jr. contacted the Newsprint/Traffic Department. He was advised that the paper was entitled to the allowance and was provided with a copy of the tariff. Hederman took the matter to the railroad and won. The balance due was canceled, and the railroad resumed the allowance.

In another recent case, ANPA assisted another member-newspaper in obtaining an off-track delivery allowance and saved the newspaper $6,000 yearly.

There are exceptions to both the off-track delivery and on-track unloading allowances. Publishers desiring assistance on these allowances, or other newsprint or traffic information, should contact the Newsprint/Traffic Department at The Newspaper Center. ☐

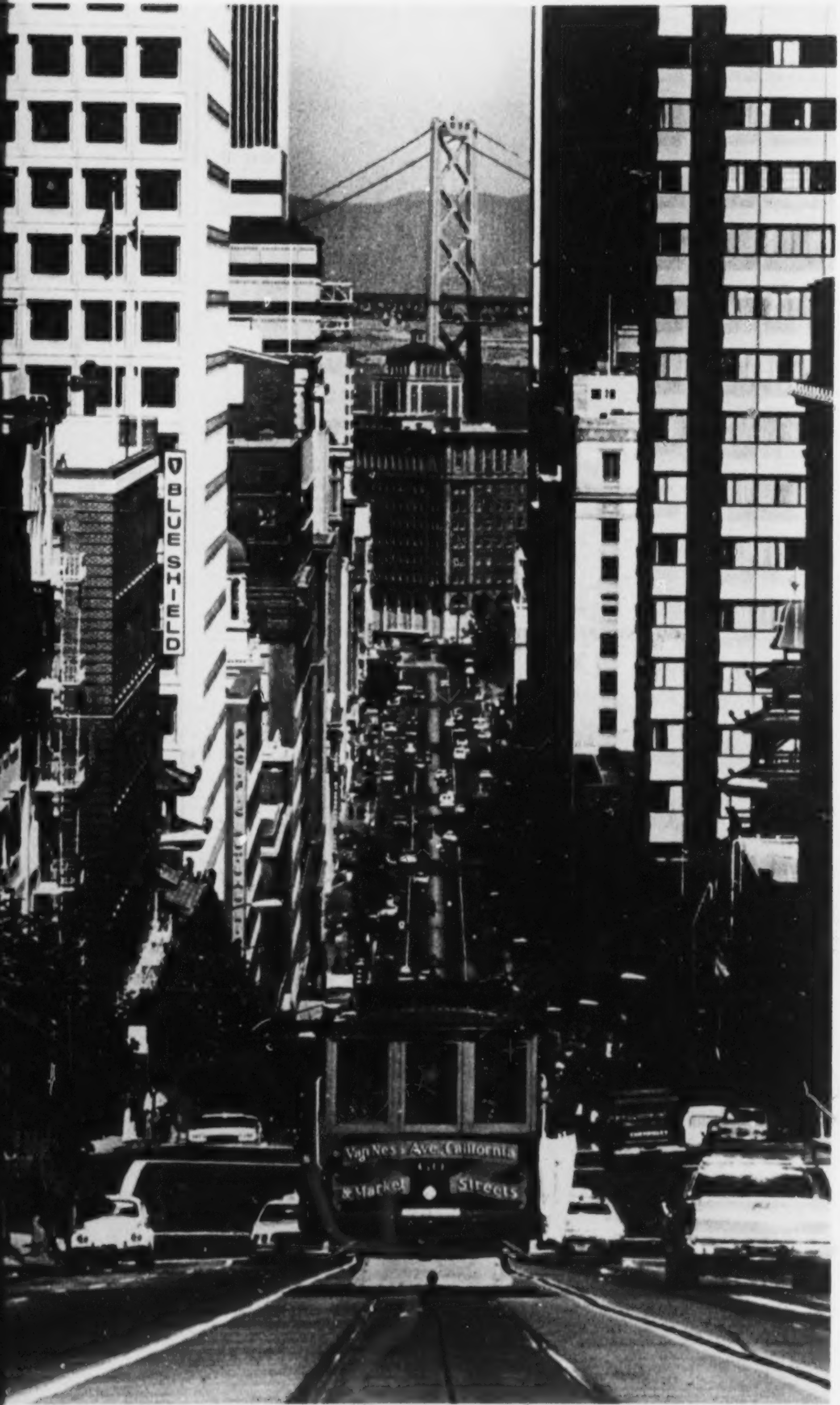
This column reports on activities of individual ANPA departments.

New members

The Bernardsville News

Recorder Publishing Co., Bernardsville, N.J., a group of six newspapers that also includes the Whitehouse Station Hunterdon Review, Mendham Observer-Tribune, Stirling Echoes-Sentinel, Mt. Olive Chronicle and Randolph Reporter (combined circulation 27,371). Cortlandt Parker, publisher.

96th Annual ANPA Convention



April 26-28
Fairmont Hotel
San Francisco

Convention Registration, Meal Function and Hotel Reservation Forms were mailed in January. If you haven't received one, contact ANPA's Constance James at (703) 620-9500, Ext. 222.

The exciting program will include world headliners, nuts-and-bolts newspaper talk, presentations on electronic publishing and telecommunications, and panel discussions on a number of other topics.

Tours of the beautiful San Francisco Bay area and of Northern California's famed wine country will be available.

Don't miss this annual highlight of the ANPA year!

Make Your Reservations by March 15.

speeches

R. Sidney Crim

A. M. Rosenthal

Dana R. Bullen

Elven Grubbs

Single copies of the following speeches are available without charge from the ANPA Public Affairs Department at The Newspaper Center, Reston, Va.:

- **Fourth Annual Frank E. Gannett Lecture.** Tom Johnson, publisher and chief executive officer, Los Angeles Times. Washington Journalism Center, Washington, D.C., Dec. 8.
- **Newspapers in the Future.** R. Sidney Crim, executive vice president and general manager, The State and The Columbia (S.C.) Record. International Circulation Managers Association/University of South Carolina Circulation Management Seminar, Columbia, Nov. 12.
- **Elijah Parish Lovejoy Address.** A. M. Rosenthal, executive editor, The New York Times. Colby College, Waterville, Maine, Nov. 9.
- **The Future of American Newspapers.** Jon G. Udell, ANPA economics consultant and Irwin Maier professor of business, University of Wisconsin. University of Wisconsin Newspaper Circulation Seminar, Madison, Nov. 6.
- **Issues on International Information.** Dana R. Bullen, executive director, World Press Freedom Committee. Media Institute Workshop, Washington, D.C., Nov. 13.
- **Will Advertising Survive the New World Information Order?** Leonard H. Marks, attorney, Cohn & Marks, Washington, D.C., and secretary-treasurer, World Press Freedom Committee. Association of National Advertisers, San Francisco, Nov. 10.

• • •

From the Institute of Newspaper Controllers and Finance Officers 34th annual convention, Philadelphia, Oct. 18-21:

- **Future Value/Future Shock.** J. Christopher Burns, senior vice president and associate publisher, Minneapolis Star and Tribune.
- **Newspapers' P.M.-to-A.M. Conversions.** Elven Grubbs, publisher, The Ledger, Lakeland, Fla.
- **Shifting to an A.M. Publication.** David F. Licko, controller, Sioux Falls (S.D.) Newspapers Inc.
- **Is Print Dead?** John R. Werner, director of research and development, The New York Times.
- **Advertisers' Coupons: Control, Audit and Fraud.** Howard W. Kutz, senior vice president and assistant managing director, Audit Bureau of Circulations.

ANPA calendar

February

ANPA/RI Basic Offset Press and Plate Seminar
ANPA Research Institute, Easton, Pa., Feb. 8-12

ANPA/RI Camera Techniques Seminar
ANPA Research Institute, Easton, Pa., Feb. 8-12

ANPA/Canadian Pulp and Paper Association Technical Section Joint Standing Committee meeting
Belleview Biltmore Hotel, Clearwater, Fla., Feb. 11-12

ANPA Foundation Conference for Professional Support of Journalism Education
Sheraton International Conference Center, Reston, Va., Feb. 21-22

Association for Education in Journalism-ANPA Foundation Cooperative Committee on Journalism Education meeting
American Press Institute, Reston, Va., Feb. 22-23

ANPA/RI Management Introduction to New Technology Seminar
ANPA Research Institute, Easton, Pa., Feb. 22-26

ANPA Management Development Workshop
Radisson Hotel, Chicago, Feb. 22-26

ANPA Newspapers and Cable TV Seminar
Fairmont Hotel, Denver, Feb. 24-26

March

ANPA/International Newspaper Promotion Association Newspaper Executives Marketing Seminar
Columbia Inn, Columbia, Md., March 7-13

ANPA/RI Basic Offset Press and Plate Seminar
ANPA Research Institute, Easton, Pa., March 8-12

ANPA Press/Bar Relations Committee meeting
International Club, Washington, D.C., March 8

ANPA/American Bar Association Task Force meeting
Hyatt Regency Washington, March 9

ANPA Government Affairs Committee meeting
Hyatt Regency Washington, March 9-10

ANPA Conference for Newspaper Men and Women
Don CeSar Hotel, St. Petersburg, Fla., March 14-17

ANPA Labor Relations Seminar
Radisson Hotel, Chicago, March 15-17

ANPA/RI Camera Techniques Seminar
ANPA Research Institute, Easton, Pa., March 22-26

ANPA Foundation Newspaper in Education Committee meeting
Maxwell House, Nashville, Tenn., March 23

ANPA Foundation Newspaper in Education Conference
Maxwell House, Nashville, Tenn., March 24-26

ANPA Key Executive Seminar
Royal Orleans Hotel, New Orleans, March 28-April 1

ANPA Symposium on Pressroom Options
Hyatt Regency O'Hare, Chicago, March 30-31

April

ANPA/RI Basic Offset Press and Plate Seminar
ANPA Research Institute, Easton, Pa., April 5-9

ANPA Telecommunications Committee meeting
Hyatt Regency Washington, April 14-16

ANPA/ASNE/APME Leadership in the Newsroom Workshop
Hyatt Regency Crystal City, Arlington, Va., April 19-21

ANPA/RI Management Introduction to New Technology Seminar
ANPA Research Institute, Easton, Pa., April 19-23

ANPA Foundation Board of Trustees meeting
Fairmont Hotel, San Francisco, April 23

ANPA Board of Directors meeting
Fairmont Hotel, San Francisco, April 24

ANPA Training Committee meeting
Fairmont Hotel, San Francisco, April 25

ANPA Annual Convention
Fairmont Hotel, San Francisco, April 26-28

ANPA Circulation Committee meeting
Fairmont Hotel, San Francisco, April 28

ANPA International Kenaf Conference
Hyatt Regency, San Francisco, April 29

Jeanne Long
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4520 East-West Hwy, Suite 800
Washington, DC
20014

chairman's corner

Your ideas needed in planning for ANPA to meet objectives

The ANPA Board of Directors, as the initial step in the new strategic planning process, has adopted a mission statement and agreed on a list of objectives for our Association for 1983.

Katharine Graham

The new statement, a slight expansion of the old one, states that the Association's mission is: "To advance the cause of a free press, and to ensure that it has the economic strength essential to serve the American people."

I particularly want to call the objectives to your attention because this is where input from members is most needed. In order of priority, the objectives are:

1. To represent the newspaper business in dealings with the government.
2. To assist newspapers in devising ways to expand their revenue base.
3. To monitor the development of new technologies and information media, assess their impact, and assist in formulating and implementing strategies to strengthen the competitive position of newspapers.
4. To stimulate and conduct research, and to collaborate with outside suppliers and serve as a catalyst in the development of new equipment and materials that will improve the production and distribution of newspapers.
5. To disseminate information to and about the newspaper business.
6. To work cooperatively with other associations representing all facets of the newspaper business on issues of mutual concern.
7. To assist newspapers in better managing and developing their human resources.
8. To strenghten the Association and enhance its ability to serve its members.
9. To promote the ability of newspapers freely to cover, transmit and publish the news worldwide.

The next step in this process is to solicit proposals—from our staff, from the various ANPA committees, and *from the membership*—for programs and projects to meet these objectives.

The Board will consider all suggestions at its April 24 meeting.

This will bring the first major test of this new planning process. Our Association is obviously not in a financial position to be constantly adding or expanding programs. It will be up to the Board to decide which projects best fit the new objectives we have established, and which ongoing programs are no longer as high on our list of priorities and thus must be cut back or turned over entirely to other industry organizations.

The programs and projects that are approved by the Board at the April meeting will then be sent back to the staff and committees, which will develop detailed plans of action.

Kay Graham

Katharine Graham
Chairman and President

ANPA

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index

presstime Volume 4, Number 3 March 1982

Newspaper retirement plans:
The promise & the performance

RETIREMENT, p. 4
(Cover by M. C. Valada.)

TERRORISM, p. 28

COMMUNITY SERVICE, p. 49

special report 4
Planning for retirement is a subject of increasing concern to American workers. Options are expanding via pension plans, profit sharing, savings accounts and IRAs. Newspapers vary in their approaches to helping their employees prepare for life after deadlines.

telecommunications 12
In the wake of the AT&T settlement, ANPA continues to advocate legislation to determine telecommunications policy.

legislation 14
ANPA Freedom of Information Strategy Group lines up allies in FOIA fight.

postal affairs 15
Publishers are concerned about possible blurring of distinction between 2nd-, 3rd-class mail.

courts 16
Supreme Court decision seen as having favorable impact on legal advertising volume.

regulations 17
Massachusetts publisher capitulates in fight over filing of federal financial forms.

world press 18
UNESCO seeks agreement among nations on lowering press telecommunications rates.

advertising 22
Standard Advertising Unit system's impact on newspapers' national ad gains weighed.

profile 25
Sitting down at the table with Toronto Star Newspapers' negotiator C.J.H. Davies.

essay 26
Charles B. Seib talks about the documentation of a left-leaning, power-wielding media elite.

news-editorial 28
Terrorism: It can happen here. It's on the rise. But only a few newspapers have made plans to deal with it.

education 32
University of Miami will award the nation's first Newspaper in Education degree.

training 34
Nineteen ANPA seminars are announced for the second half of 1982.

circulation 36
The predominant price of North American dailies goes up another nickel.

newsprint 38
Findings of an extensive study are positive: Kenaf is a viable source of pulp.

readership 41
Two firms embark on major newspaper readership studies using industry guidelines.

technology 42
Pennsylvania daily uses own crew to convert its press to the anilox inking system.

employee relations 44
Telecommunications is emerging as an issue in newspaper bargaining sessions.

newspaper business 49
For newspapers, community service means contributing money, and more.

Also in this issue

'Shoe'	10
transportation	21
exchange	33
letters	55
ANPA news	56
ANPA Convention	57
books	58
speeches	inside back cover
ANPA calendar	back cover

Life after deadlines

Benefit plans aim to smooth retirement

> *"I don't need anybody to tell me about newspapers. I've been a newspaperman for fifteen years. A cross between a bootlegger and a whore. And if you want to know something, you'll all end up on the copy desk—gray-headed, humpbacked slobs, dodging garnishees when you're ninety."*
>
> —Reporter Hildy Johnson,
> Act I of *The Front Page* (1928),
> by Ben Hecht and Charles MacArthur

By Clark Newsom
presstime staff writer

The rough-and-tumble newspaperman of the Roaring '20s probably never gave a thought to retirement. There was no Social Security, and only two newspapers are known to have had pension plans in those days.

But over the last three decades, that's all changed. The company pension has become almost as much a part of newspapering as the police beat, the pressman's hat, the mid-week grocery ads.

One estimate holds that three-fourths of all U.S. dailies offer some type of pension plan for their employees. The holdouts are predominantly very small operations that few see as likely converts because of the increasingly high costs of administering such plans.

But while the swing toward establishing pensions has slowed accordingly, there has been—and continues to be—abundant activity on the preparing-for-retirement scene. Some noteworthy trends:

- Newspapers, like most other segments of U.S. business, are improving their pension plans. Recent examples include the voluntary cost-of-living increases in benefits several papers have given their retirees to help them cope with today's troubled economy.
- More newspapers are installing profit-sharing plans.
- "Savings" or "thrift" plans, in which an employee sets aside part of his or her paycheck and the employer matches all or part of that amount, also are becoming more common at newspapers.
- Participation in multiemployer pension plans is showing signs of slippage.
- Employees are getting more of a say on how pension, profit-sharing and savings funds are invested.

M. C. Valada

- More newspapers are offering pre-retirement counseling [**presstime**, Feb. 1981, p. 42].
- Social Security, the third leg of the retirement stool (along with pensions and personal savings), is showing signs of splintering. The ratio of recipients to contributors continues to grow, even though the mandatory retirement age was changed several years ago from 65 to 70. And public opinion polls show that most younger workers do not expect to get back what they put into the system.
- Individual Retirement Accounts have been made available to all workers, regardless of participation in a company pension plan. Some newspapers plan to set up payroll deductions whereby employees can have part of their paychecks funneled automatically into IRAs.
- A new device known as a "salary-reduction plan" is being implemented at some companies outside the newspaper business. Belying its name, this tax-shelter plan offers benefits to employees and employers alike.

These and other developments have heightened interest in retirement among today's work force. Employees are showing greater interest in the financial details of retirement at an earlier age than ever before, notes James G. Banman, personnel director of The Denver Post and president of the Newspaper Personnel Relations Association.

And while there are questions about the solvency of Social Security, comfort can be derived from the fact that most private pension programs are financially sound.

A U.S. Department of Labor study estimates pension funds in the private sector will be worth $3,000,000,000,000—three *trillion* dollars—in 1995.

Current assets exceed $350 billion. That figure does not include federal, state and local government-sponsored plans worth another $170 billion.

While no one can say with certainty how large a slice of that pie newspapers have, The Times Mirror Co.'s plan had assets of $263,624,000 just over two years ago. More than two-thirds of that was for the company's newspapers.

Gannett Co. Inc.'s 1980 financial report said $148,292,000 in net assets was available for benefits. And Knight-Ridder Newspapers Inc.'s report for the same year showed $90,162,000 in net assets available for pension plan benefits.

A short history. In historical terms, the growth of private pension plans is a comparatively recent development.

The first pension plan in the United States financed solely by the employer was established in 1875 by American Express Co.

In 1908, the International Typographical Union became the first large international union to establish a plan. It was financed solely by its members. The first payments to pensioners were $4 a week. The pension gradually increased to $100 a month, but the plan was terminated in 1976 because of heavy deficits.

The Chicago Tribune is believed to be the first newspaper to have offered a pension plan. Started in 1911, it has always been noncontributory—that is, financed without employee contributions. (See glossary for more complete definitions of this and other terms used in this article.) The New York Times began its plan in 1921.

Social Security came into being in 1935, a major initiative of President Franklin D. Roosevelt's "New Deal."

The real growth in retirement plans began in the 1950s. It was triggered by a 1949 U.S. Supreme Court decision holding that pensions are a mandatory subject of collective bargaining. This provided the impetus to the drive by unions for negotiated pension plans.

But in many plans, the vesting period was so long—in some companies employees had to work 30 years to be eligible for a pension—that many workers never had the opportunity to enjoy the benefits. (A case in point: When Studebaker stopped U.S. production of automobiles in 1963, 4,000 laid-off employees received only 15 percent of their pension benefits, and 2,900 received nothing.)

Another problem with the plans was their administration. Stories about poor investments or other misuse of pension assets became routine. Bribery and embezzlement in connection with pension and welfare funds were made federal crimes in 1962.

Those were among the events giving rise to the Employee Retirement Income Security Act of 1974, the so-called "pension reform" law establishing minimum federal standards for existing and future private plans. The law also gave birth to the Pension Benefit Guaranty Corp., which insures against a worker losing his or her benefits through termination of a plan.

Prevalence of plans. All private pension plans—the U.S. Labor Department says there are now about 500,000 of them—fall under the ERISA and PBGC regulatory umbrellas. These plans cover an estimated 70 percent of all full-time workers between the ages of 25 and 64.

Most daily newspapers are involved in some sort of retirement benefit plan. Preliminary results from an ANPA questionnaire on personnel policies [presstime, Dec. 1981, p. 44] show 76.6 percent of 505 responding newspapers have a pension plan.

M. C. Valada

A survey last year by the Institute of Newspaper Controllers and Finance Officers' Insurance and Benefits Committee showed that 85 percent of those responding (353 newspapers) have a pension plan—three-fourths of them noncontributory.

And pension plans are a costly aspect of doing business. One recent survey—by the U.S. Chamber of Commerce—put the average cost for all industries at 5.4 percent of payroll, and for the printing and publishing industry at 5.1 percent. Another—based on data from Fortune 500 companies—put the average for all industries at 7.3 percent of payroll.

Defined contributions. An important trend in the retirement plan field for newspapers is the movement toward "defined-contribution" plans, whereby an employer's contribution rate is fixed but the benefit to the employee is not.

Most popular of the defined-contribution plans is the profit-sharing plan.

"I think profit-sharing plans fit small employers better than larger employers," says Richard L. Clapp, director of compensation and benefits for Gannett Co. Inc., "because the contribution can be discretionary based on how much the company makes. The theory behind such plans is that employees become more aware of profits and make a larger contribution to the company so their accounts will grow."

Ronald L. Waggoner, business manager of The Republic in Columbus, Ind., and immediate past chairman of INCFO's Insur-

Glossary of pension terms

Contributory plan: A plan to which employees contribute a percentage of their pay through payroll deductions.

Defined-benefit plan: A pension plan stating either (1) the benefits to be received by employees after retirement or (2) the method of determining such benefits. The plan does not say what the employer will contribute, but the benefits are guaranteed. In most of these plans the employee does not contribute, but some do require employee contribution.

Defined-contribution plan: A plan under which the contribution rate is fixed, or defined, and benefits to be received depend to some extent upon the contributions and the earnings of the contributions. Such plans include profit-sharing and savings plans. They are more likely to require employee contributions than defined-benefit plans. In most cases, each employee has an account. At the time of termination or retirement, the vesting provisions of the plan and account balance determine the benefit.

Integration: A coordination of the pension benefit with the Social Security benefit through a specific formula.

Multiemployer plan: A plan maintained according to a collective bargaining agreement to which more than one employer contributes. Under ERISA, at the beginning of the plan, no one employer may contribute as much as 50 percent of the total, and thereafter, as much as 75 percent. An employee may change employers within the group without losing retirement benefits unless a break in service cancels credits earned before the break.

Noncontributory plan: A plan supported solely by employer contributions.

Qualified plan: A plan that the IRS approves as meeting the requirements of Section 401(a) of the 1954 Internal Revenue Code. Such plans receive tax advantages. Qualified plans must integrate with Social Security so that total benefits are nondiscriminatory between rank-and-file employees and owners, officers or highly compensated employees.

Vesting: A provision that a plan participant will, after meeting certain requirements, retain a right to all or part of the accrued benefits, even if he or she leaves the job before retirement.

ance and Benefits Committee, is one who sees a trend toward profit-sharing plans. The Republic, part of the Columbus-based Home News Enterprises, has had one since 1962.

Twenty-eight percent of the newspapers responding to the INCFO survey said they had a profit-sharing plan. Under a cash profit-sharing plan, the award is distributed each year. Under a deferred profit-sharing plan, contributions are invested and paid out when the employee leaves the company, retires, or dies.

One example of the move to defined-contribution plans involves Lee Enterprises Inc. of Davenport, Iowa. It once had both a pension plan and a savings plan as retirement vehicles.

But in 1980, Lee terminated the pension plan and expanded the savings plan into a new plan called the Retirement Account Plan.

The direct cost to the company of the Retirement Account Plan is slightly higher than the two old plans, because benefits at lower pay levels were increased. But Lee executives strongly favor it. George D. Veon, vice president of human resources, explains:

"We solved several things that bothered us all in one step by going totally to a defined-contribution plan. Our employees valued the old savings plan much more than the old pension plan—because they received regular reports showing what they had in the savings plan—although the pension plan costs (to the company) were considerably greater. Now they have a better realization of what is being done for them because they get a quarterly statement showing exactly what has been contributed to their retirement account and what its value is. This means more than a promise to do something in the future."

Lee contributes an amount equal to 6.2 percent of each employee's pay into the employee's retirement account. It then matches employee contributions of up to 5 percent, so there is a potential of 16.2 percent going into the retirement account.

Lee believes it also gained by eliminating any concern by the company or employees about funding past service. Defined-contribution plans are on a pay-as-you-go basis, and, as a result, they are always fully funded. Because the old defined-benefit plan was well-funded, there was sufficient money to buy annuities for all employees to cover pension benefits earned prior to July 1, 1980.

"I think profit-sharing plans fit small employers better than larger employers."

Richard L. Clapp
Gannett Co. Inc.

Veon says two other benefits from the change were "less ERISA red tape" and elimination of Social Security as a factor. Lee's old pension plan had a Social Security offset, a common feature whereby a pension is reduced by the amount of a retiree's Social Security entitlement.

A profit-sharing plan in which benefits are determined solely by the amount in the individual's account is not required by law to obtain insurance through the Pension Benefit Guaranty Corp.

Large and small involved. Among newspaper groups, many have the same plan for all their papers, examples being The Copley Press Inc., McClatchy Newspapers, Scripps-Howard Newspapers and Southam Inc. of Canada.

On the other hand, each Times Mirror newspaper has its own pension plan.

And at Gannett Co. Inc., about 90 percent of the newspapers participate in the same plan, but 10 percent pursue independent courses.

Knight-Ridder newspapers have individual plans. "However," says Treasurer Ann S. Wrenn, "there is a great deal of commonality among the plans and all participate in a master (consolidated) trust."

Knight-Ridder and Gannett both have a master trust arrangement with The Northern Trust Co. in Chicago. Outside "money managers," or consultants, are responsible for investing the money. "A fair size is invested with insurance companies in annuities," says Gannett's Clapp. Similarly, both groups use the New York-based consulting and actuarial firm Towers, Perrin, Forster & Crosby.

But it is not just the groups and larger dailies that are involved in retirement plans. Many smaller papers too have established some type of plan. A sampling of six nonunion, independently owned newspapers under 10,000 circulation reveals the range of that involvement:

- The Naugatuck (Conn.) Daily News has had a profit-sharing program since 1965. "A percentage of our profits goes into a fund and employees can take it with them when they leave," says President and Publisher Frederick E. Hennick.
- The Caledonian-Record of St. Johnsbury, Vt., also has had a plan since 1965. It is a non-contributory, defined benefit plan. "Employees receive 30 percent of their highest five-year average salary when they retire," says Assistant Publisher Mark Smith. "It is not tied-in with Social Security."
- Don Schlichting, associate publisher of the Durango (Colo.) Herald, says his newspaper has a noncontributory plan guaranteed through the New York Life Insurance Co.
- David Mark Brown, publisher of The Morning News of Blackfoot, Idaho, says that about two and a half years ago he began providing financial assistance to "key" employees in setting up IRAs. "Basically," he says, "we have a pretty young staff."
- The Taylorville (Ill.) Daily Breeze-Courier does not have a retirement plan. But President and Publisher James F. Cooper notes that the company has "a reduced work load program" under which older employees "can work as much as they want."
- The Keyser (W.Va.) Daily News Tribune also lacks a retirement plan, but Publisher Walter D. Tetrick says he encourages employees to start IRAs.

The Oklahoma Press Association provides an example of how smaller newspapers can be helped in setting up IRS-qualified pension plans. It retained a consultant, James A. Gunn, who developed four basic plans, including profit-sharing and what Gunn calls a "hybrid" of plans, from which member newspapers can choose one that is "fine-tuned" for their organization.

The Oklahoma program was announced last December, and Gunn says he is currently developing plans for eight newspapers. Association Manager Ben Blackstock believes his is the only state association to offer such a service.

Coping with inflation. For pensioners, one of the biggest problems is inflation. A Banker's Trust Co. survey issued in 1980 found that only nine out of 291 companies studied had automatic annual adjustments based on the Consumer Price Index. But to help retired employees cope, some companies voluntarily grant ad hoc increases in pension benefits on a periodic basis.

A recent study of 95 U.S. corporations by Towers, Perrin, Forster & Crosby showed that companies on the average were increasing benefits about every two years. For pensioners who retired in 1975, the increases ranged between 12 and 19 percent.

TPF&C says the frequency of pension increases granted to retirees demonstrates, under difficult economic conditions, the essential strength of the private pension system.

Some newspapers are among the companies giving increases to their pensioners. The largest increases go to those who have been retired the longest.

For example, the Los Angeles Times has granted two increases. In 1976, employees who had retired prior to Jan. 1, 1963, received a 20-percent increase; in 1979, they were given a 30-percent boost. The percentage hikes were less for more recent retirees, but all received increases.

The Chicago Tribune, on Jan. 1, 1980, increased benefits 30 percent for those who retired before 1969. Those who retired later received graded increases.

Knight-Ridder, in 1980, gave a 4-percent increase for each year of retirement, plus $1 a month for each year. Thus, a person who had been retired 10 years received a 40-percent increase plus $10.

Employees of Charleston (W.Va.) Newspapers who retired before 1980 recently received an increase in their benefit checks of 3 percent for each year of retirement. The payment was retroactive to Jan. 1, 1981.

These steps are in keeping with a general increase in the liberality of pensions. A recent study of 1,300 companies by The Conference Board, a New York-based independent economic research institution, found that early-retirement benefits have been steadily liberalized over the last eight years. For example, a growing number of companies are now providing fully accrued pensions for employees who retire before 65. About 36 percent of the plans now pay full pensions to employees who retire at 62.

And about 80 percent of the plans now base their pensions on employees' earnings during their last years with the company (rather than their average career earnings), up from 74 percent in 1973.

Union plans. Although company pension plans account for the majority of pension arrangements in the newspaper business, unions have also become major forces. About 500 U.S. newspaper operations have pension-contribution obligations to unions.

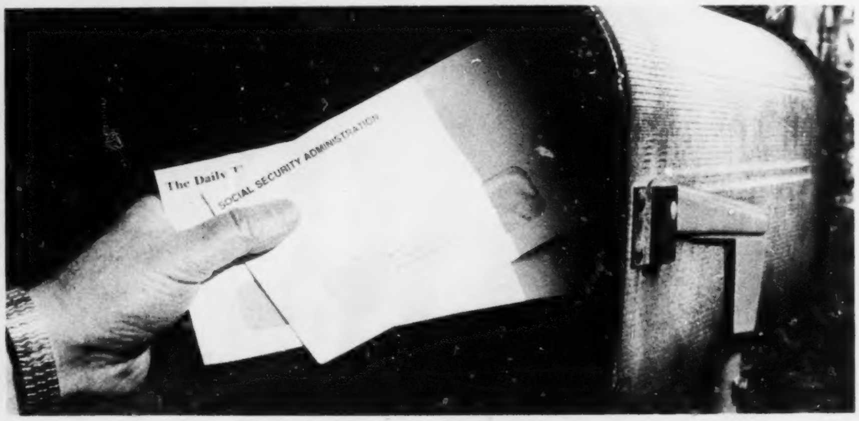
Some newspapers with unions have more than one pension plan with which to contend. At The New York Times, for instance, there are 17 different pension plans, 14 of them negotiated by 12 unions. The Times itself has three funded, qualified plans.

The Chicago Tribune, in addition to its own plan, also contributes to eight union plans.

The New York Daily News has a similar, multi-union situation. It contributes to at least 10 major union pension funds, and its estimated $85 million in severance pay and unfunded pension liabilities to union-represented employees has been cited as a real hindrance to the Tribune Co.'s efforts to sell the paper. Regarding the News' current situation, J. Kendrick Noble, a media analyst for Paine Webber Mitchell Hutchins Inc., says, "The buyer would be assuming a financial risk. The buyer may not be suc-

"We solved several things that bothered us all in one step by going totally to a defined-contribution plan."

George D. Veon
Lee Enterprises Inc.



cessful, and it is an obligation. To a buyer, that liability is real."

Most of the pension plans metro dailies have with their union employees are so-called "multiemployer plans," meaning those that provide for company contributions to a plan to which other employers also are contributing.

The multiemployer plan most discussed in the newspaper business is the ITU Negotiated Pension Plan. It was created in 1966 and is administered independently from the union by a joint board of union and management trustees. The plan has net assets of more than $240 million.

Newspapers' patterns of investing pension fund assets are no different than those of other businesses.

Barry Peckham
The Times Publishing Co.
St. Petersburg, Fla.

About 20,000, or two-thirds, of the plan's participants are or were employed in the newspaper business. A major concern of contributing publishers is how the decline in ITU working members from more than 80,000 when the plan was established to about 50,000 today will affect the plan [**presstime**, Nov. 1981, p. 44].

About 250 dailies contribute to the ITU plan, but L. Michael Zinser, a partner in the Nashville, Tenn., law firm of King, Ballow & Little, says there is a movement on the part of some publishers to negotiate themselves out of the plan because of their potential liability if it fails.

One company that got out is the Tulsa (Okla.) Newspaper Printing Corp., joint operating agency for The Tulsa Tribune and Tulsa World. The company was contributing $2.50 a week per composing room employee to the plan. It pulled out last year after making an agreed-upon, one-time payment of about $15,000 to the plan to cover its part of the plan's overall unfunded liability, according to Kenneth S. Fleming, the company's vice president, treasurer and general manager. The employees are now covered by the company's own plan.

The International Printing and Graphic Communications Union has had a multiemployer retirement fund since 1955. Harold G. Fuhrman, senior vice president and general manager of The Seattle Times, is chairman of the board of trustees of the fund, which has current assets of $210 million and no unfunded liabilities. About 170 dailies make contributions to the plan.

The Graphic Arts International Union's Supplemental Retirement and Disability Fund has current assets in excess of $200 million, says George Griesbauer, the fund's administrator. The plan was started in 1966 and has about 45 dailies participating.

The Newspaper Guild International Pension Plan was started in 1977. Only 10 newspapers participate in the plan, which covers about 1,150 Guild-represented employees in 16 bargaining units. Current assets in the Guild's plan exceed $2.5 million, according to Richard J. Ramsey, executive secretary of the union's contract committee.

The AFL-CIO notes that pension funds are the largest source of external capital for American corporations and is encouraging unions to seek a greater voice in the investment of funds to advance social purposes.

A pension fund investment study by an AFL-CIO committee concluded that no union in the federation would be able to collect enough shares of any one corporation effectively to influence corporate policy. In addition to financial barriers, an ERISA requirement for diversified portfolios stands in the way.

However, the study says there are several ways to exercise "pension power," including the pooling of shareholder rights.

As for newspapers, their patterns of investing fund assets are no different than those of other businesses, says Barry Peckham, controller of The Times Publishing Co., St. Petersburg, Fla., and chairman of INCFO's Insurance and Benefits Committee. "It depends on the philosophy of the corporation, but, in general, most pension funds are invested in common stocks, corporate bonds and other fixed-income securities. The idea is to make prudent investments and avoid unnecessary risks."

Savings plans. Beyond providing pension plans, many companies in the newspaper business are helping employees prepare for their financial future in other ways. One of them is by establishing an employee savings plan.

Thirty percent of the newspapers responding to the INCFO survey said they had such a plan. Under the typical plan, the individual contributes a percentage of pay, which is matched by the company to a specified extent and invested under several options.

The Washington Post started a savings plan last Sept. 1, and it already has 92-percent participation of eligible employees, according to Benefits Specialist Cynthia L. Foutz.

Post employees can contribute up to 5 percent of their salary, and the company matches 50 percent of their contributions. Employees also can elect to put in an additional 1 to 6 percent of their pay, but the company does not match any portion of the supplemental contributions.

Eligibility for participation in the Post plan requires 12 consecutive months' employment and a total of at least 1,000 hours. In addition, employees must either not be represented by a union or be represented by a union that has agreed to participation by the employees it represents. This is a common feature of such savings plans.

John Bowyer, personnel manager of Charleston (W.Va.) Newspapers, the joint operating agency for The Charleston Gazette and the Charleston Daily Mail, says his company has had a savings plan since 1974. It was intended to be a supplemental source of retirement income, he says, but employees can withdraw their contributions and the vested amount of company contributions in the event of a "bona fide" hardship.

The Republic of Columbus, Ind., also has had an employee's savings plan since 1974, funded through the company's general assets. Employees can contribute through payroll deduction up to 4 percent of their weekly earnings, and the company matches half of the employee's contribution. The money goes into a savings account passbook at a local bank.

In April, Scripps-Howard Newspapers will start a savings plan in which employees not covered by a collective bargaining agreement can contribute up to 6 percent of their salary and the company will match one-third of the amount contributed.

And Knight-Ridder's Ann Wrenn says her company is considering a savings plan.

The IRA. Another new theme in retirement planning is the Individual Retirement Account. Thanks to the 1981 Economic Recovery Tax Act, even workers covered by a pension plan can set up an IRA and enjoy the tax shelter it offers. An individual can deposit up to $2,000 of his or her yearly income in an IRA, with federal taxes on contributions and interest earnings deferred until retirement. However, unlike savings plans, there are severe financial penalties for premature withdrawal of money tucked away in an IRA

So far, most newspapers have limited their involvement to distributing explanatory literature, but several plan to offer employees the convenience of payroll deduction for their IRAs. To avoid responsibility for the investments, the papers will not endorse a specific plan.

Two of the papers that plan to offer IRA payroll deductions are the Los Angeles Times and Newsday of Long Island, N.Y. "The advantage to the employee is that the account is mobile," notes Daniel V. Mannix, director of employee relations at Newsday. "The only advantage to the employer is good will."

Lawrence M. Deever, benefits manager at the Chicago Tribune, says his newspaper does not plan to offer payroll deduction for IRAs. "We already offer employees payroll deduction for a credit union," he notes. The credit union is not offering IRAs, but will provide periodic automatic transfer of funds to an account an employee has opened at another financial institution.

Salary reduction plan. Still another method of putting together an adequate retirement nest egg is something called the "salary reduction plan." It's "the hottest thing in the pension field," says Gerard M. Latus, a pension lawyer in the Chicago firm McDermott, Will & Emery.

Created under an obscure section (401 K) of a 1978 change in tax laws, the plan is a tax-sheltered savings program. The Internal Revenue Service issued proposed regulations on it last November.

"It is so new that most big companies are just now giving the plan consideration," Latus says. No newspapers have adopted one to date.

There is no indication that private pension plans sponsored by newspapers are in trouble.

John Hanson
The Wyatt Co., Chicago

For the employee, the salary-reduction plan, also known as the "cash option savings plan," involves deferring up to 10 percent of yearly pretax income and accumulating tax-free earnings until age 59½. It offers employers savings in Social Security and other payroll taxes. Some compensation specialists are wary of the plan, especially in the absence of final rules from the IRS.

Nevertheless, Honeywell Inc. of Minneapolis went ahead and started a salary-reduction plan Jan. 1. The developer of the Honeywell plan—Hewitt Associates, a consulting firm in Lincolnshire, Ill.—thinks the salary-reduction plan "could reshape future retirement benefit planning," according to Christine Seltz, Hewitt's director of public relations.

Social Security. In addition to benefits provided by employers and personal initiative, the adequacy of retirement income for most workers is dependent upon a Social Security check.

Private pension plan benefits are designed to supplement Social Security. Most are coordinated, or "integrated," with Social Security in establishing benefit levels. If Congress cuts back Social Security benefits, pension plans that include expected Social Security payouts as part of the retiree's retirement benefit would have to be adjusted. The company's contribution through the plan would have to be increased in order to make up for the Social Security shortfall.

Robert D. Thompson, a principal in the Atlanta office of Towers, Perrin, Forster & Crosby, says a pension plan, in combination with Social Security, ideally would replace 70 to 80 percent of the pay of the lowest-paid people just before retirement, 60 to 70 percent of those in the middle-pay range and 50 to 60 percent of the highest paid. "Most newspapers set the level about five points lower," he says. Banks and insurance companies are among the businesses offering the most generous pensions, he adds.

An average retired couple has an income of about $14,700 a year, of which 33 percent comes from Social Security, according to the Committee for Economic Development, a private research organization. However, the percentage is much higher for lower-income families. Social Security provides nearly 65 percent of the total income for those with incomes of $6,000, the U.S. Census Bureau says.

It used to be that Congress liked to deal with Social Security in an election year because for years any such action was to increase benefits and make friends. Now, any likely action would be to restrict benefits and raise the tax—not good election-year politics. Consequently, Congress is not expected to tackle Social Security issues again before 1983.

Other legislative developments. Congress also has been grappling with

ERISA—once dubbed by a high Carter administration official "Every Ridiculous Idea Since Adam"—and with its offspring, the Pension Benefit Guaranty Corp.

Problems with both emerged soon after their creation.

A Louis Harris survey of business leaders revealed that while they held positive views about ERISA's basic provisions, they were unhappy about the additional time, paperwork and costs required to administer a pension plan under the new law. And business has called on Congress to reduce ERISA red tape.

As for the PBGC, it was granted an initial start-up period to accumulate funds to insure pension benefits for participants in plans that failed. However, it soon became evident that the agency's resources would be inadequate to cover predicted liabilities.

"Particularly alarming to Congress were the potential unfunded vested pension liabilities of so-called multiemployer plans," says ANPA staff counsel L. Peyton Hendricks. "Liabilities were thought to range in the billions of dollars."

To combat that, Congress in 1980 passed the Multiemployer Pension Plan Amendments Act [**presstime,** Nov. 1980, p. 12] requiring a company withdrawing from a negotiated plan to bear a pro rata share of the plan's unfunded vested liabilities.

While the MPPAA is a relatively new law, Hendricks says it already has created severe problems for both employers and unions. In some industries, such as trucking, an individual company's withdrawal liabilities to a union plan may exceed its entire net worth. Such a company would be virtually unsaleable. As for the unions, it hampers their efforts to get new employers into their plans because of the potential liabilities.

Futhermore, Hendricks notes, it may soon be necessary for companies to carry potential withdrawal liabilities on their books—an accounting requirement that could hamper the borrowing ability of some businesses.

Trouble ahead? More troublesome to retirement plans even than the regulatory problems are the socioeconomic factors at work. The birth rate is down. The work force is aging. This means a decreasing number of active workers forming the contribution base to pension plans that support an increasingly large number of retirees.

Pension funds were set up for a normal economic environment and we have high unemployment, inflation and other economic conditions that are not normal.

But equally qualified experts can have different opinions.

Peter F. Drucker, Clarke professor of social sciences at the Claremont Graduate School in California, recently warned in The Wall Street Journal that the independent pension system faces a severe crisis in the next few years. Drucker is particularly concerned about the obligation of employers to pay pensioners a defined benefit that is predetermined by a set formula. That is a "deadly trap," he says, committing employers to ever-increasing contributions both to raise benefits in step with the rise in wages and salaries and to make good portfolio losses in a long-term bear market.

Drucker's article prompted letters to the editor from pension experts who disagreed with him. They pointed out, among other things, that actuaries anticipate future increases in salary.

An article in the November-December 1981 Harvard Business Review warned that companies and their unions are "failing to heed the ticking of the time bomb" of unfunded pension liabilities.

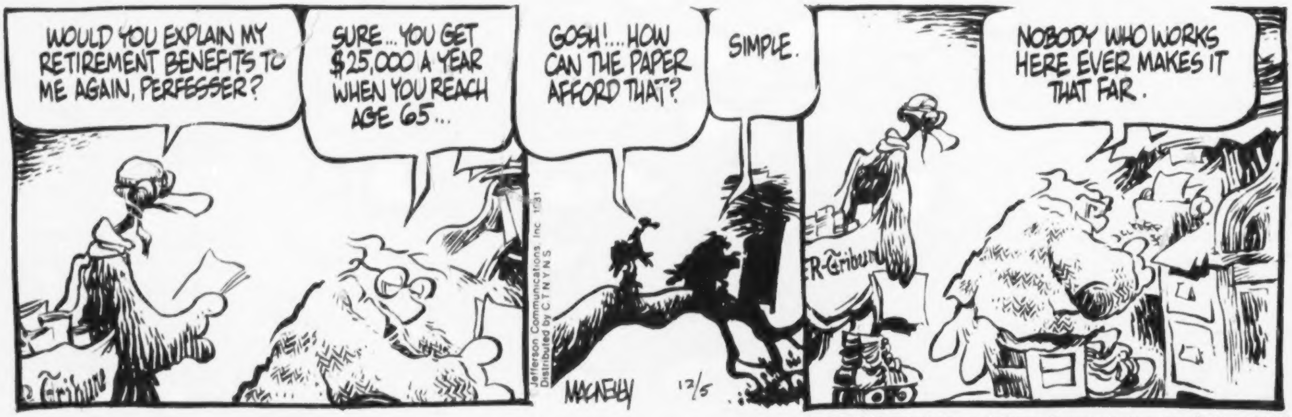
Others say the significance of unfunded liabilities has been overplayed. A recent story in Forbes magazine pointed out that many pension programs are "in robust health" and "the big news isn't looming insolvency or starving retirees, but overfunding."

"There are plans that have serious problems, but not the majority by any means," says Donald S. Grubbs Jr., a pension consultant in the Washington, D.C., office of George B. Buck Consulting Actuaries Inc. "The plans in trouble are a handful of multiemployer and municipal plans. Most single employer plans are sound."

The trouble comes in declining industries, Grubbs says.

And John Hanson, a pension expert in the Chicago office of The Wyatt Co., which numbers among its newspaper clients Booth Newspapers, the Chicago Tribune, The Detroit News and The Providence (R.I.) Journal Co., says there is no indication that private plans sponsored by newspapers are in trouble. ☐

'Shoe' **By Jeff MacNelly**


WOULD YOU EXPLAIN MY RETIREMENT BENEFITS TO ME AGAIN, PERFESSER?
SURE... YOU GET $25,000 A YEAR WHEN YOU REACH AGE 65...
GOSH!... HOW CAN THE PAPER AFFORD THAT?
SIMPLE.
NOBODY WHO WORKS HERE EVER MAKES IT THAT FAR.
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From retirees: contentment, anxiety, resentment

Snapshots of four people retired from the newspaper business:

Retirement is a happy time for Charles Peters, 66, who retired four years ago from The Daily Pantagraph of Bloomington, Ill., where he was a pressman for 42 years.

"My wife does not work, and we're doing real well," he says. In addition to Social Security, he receives a monthly check from the newspaper's pension plan, another from the Pressmen's Union plan and a disability check for a World War II injury suffered during Army service in the Philippines.

"We sold our house, put the money in certificates and moved into an apartment," he says. "I wouldn't want to go back to work. I'm playing golf and enjoying retirement 100 percent."

• • •

Lawrence Werner retired six years ago from his job as circulation office manager at the St. Joseph (Mo.) Gazette and News-Press, where he worked for 47 years.

The company does not have a pension plan but has had a profit-sharing plan for about 11 years. Werner, who is 70, was not in the plan long enough to enjoy full benefits. "When I left they said I could take all of my money now or get $70 a month as long as I live." He chose the latter.

"There's not much left after I pay medical and health insurance premiums," he says. But he adds: "My wife and I are by ourselves. Our home is paid for. We're getting by on Social Security."

• • •

Earl W. (Dick) Forslund, 72, retired in 1973 from his job as a printer at the Newspaper Agency Corp., the joint operating agency for the Deseret News and The Salt Lake Tribune. He started working at the Deseret News in 1926.

The agency, formed in 1952, started a pension plan in 1961. He receives a pension of $159 a month. A deduction of $6.49 is made for medical insurance under the agency's group plan. His wife also is retired and receives a pension of less than $100.

Forslund still works several times a week as a substitute printer "to recoup a financial loss I had." He has been a member of the International Typographical Union since 1947, but the agency did not begin contributing to the union's negotiated pension plan until after he retired.

"Our house is paid for, two cars are paid for and the only outstanding bills we have are utility bills," he says. His only concern is that if he precedes his wife in death, "What's she going to live on?"

• • •

A retired reporter at another newspaper, who asked not to be identified, is plainly dissatisfied with his financial situation.

Now 71, he retired at 65 after 20 years with the paper. He receives a pension of under $200 a month, "less than I was making in a week." He's been working a part-time job at the minimum wage "to keep from dipping into savings."

He also says: "One thing that annoyed me, I wasn't able to find out how much (in pension benefits) I was going to get until I retired."

St. Petersburg (Fla.) Times

ANPA readies stand on threat of 'national AT&T'

By C. David Rambo
presstime staff writer

While the proposed settlement of the government's antitrust suit against AT&T continues to be scrutinized and analyzed by all sides, ANPA is expected to present its position shortly to Congress and to the federal court reviewing the settlement.

All aspects of that position were not in place by press time, but a main feature that remains unchanged is that the Association continues to favor legislative rather than judicial action to determine the nation's telecommunications policy.

ANPA's Telecommunications Committee Chairman Robert G. Marbut said in February that while the settlement prohibits local Bell telephone companies from becoming electronic publishers, it "opens Pandora's box elsewhere" and "makes it necessary, more than ever, for the Congress to act."

However, enactment of broad legislation, which appeared a reasonable expectation for this year before the settlement, now appears remote, with the Reagan administration recommending against any congressional action "until the dust settles."

ANPA has been invited to testify March 4 before the House Telecommunications Subcommittee on HR 5158, introduced by Chairman Timothy E. Wirth (D-Colo.). The bill would rewrite the Communications Act and, among other things, include safeguards against anticompetitive abuse in the new electronic information arena.

Wirth is holding a series of nine hearings to examine the legislation and its relationship to the settlement. Those hearings follow two that his subcommittee held jointly with the Monopolies Subcommittee of the Judiciary Committee following the Jan. 8 settlement announcement.

Wirth has decided to continue his legislative efforts despite the recommendation by the Reagan administration not to push for a telecommunications bill until after the settlement is reviewed by the court.

Bernard J. Wunder, assistant secretary of commerce for communications and information, agreed with the administration position on broad legislation but said it would be appropriate for Congress to proceed with narrow legislation addressing points not mentioned in the settlement. One such area would be increasing the Federal Communications Commission's jurisdiction over intrastate long-distance service, now regulated by state utility commissions.

Meanwhile, in the judicial arena, the deadline is April 20 for ANPA and other interested parties to submit comments on the settlement to Judge Harold H. Greene of the U.S. District Court for the District of Columbia.

Greene is conducting a review of the plan before deciding whether to accept terms of the settlement. One of the first developments in that review occurred Feb. 10 when the Justice Department submitted a "competitive impact statement," including a report on the settlement's terms and history.

In drafting comments for both the Wirth committee and Judge Greene, ANPA was exploring what the nature and role of "national AT&T" would be after divestiture of its 22 local telephone companies, as called for under the settlement.

Marbut, who is also an ANPA director, expressed the newspaper business's concern over national AT&T in an address Feb. 2 before the International Newspaper Advertising and Marketing Executives.

Under the settlement, the divested local telephone companies could not become electronic publishers, but "national AT&T certainly could," he said. The problem newspaper publishers have with this, he explained, is that national AT&T still would control the long-distance network.

"As an electronic publishing network grows, one of the advantages of communi-

Old-fashioned ways could strain 'Grandma Bell'

For years you've heard about Ma Bell, synonymous with the American Telephone & Telegraph Co.

Then there was "Baby Bell," the advanced-communications subsidiary AT&T is creating.

Now meet "Grandma Bell."

That is the name ANPA Telecommunications Committee Chairman Robert G. Marbut has given to the 22 local telephone companies that AT&T would spin off under the proposed settlement of the federal government's antitrust suit. But it is unlikely that Grandma Bell is going to reign over this family.

According to Marbut, the ground rules set up by the settlement would enable Ma Bell and Baby Bell (together making up "national AT&T") to run roughshod over this materfamilias.

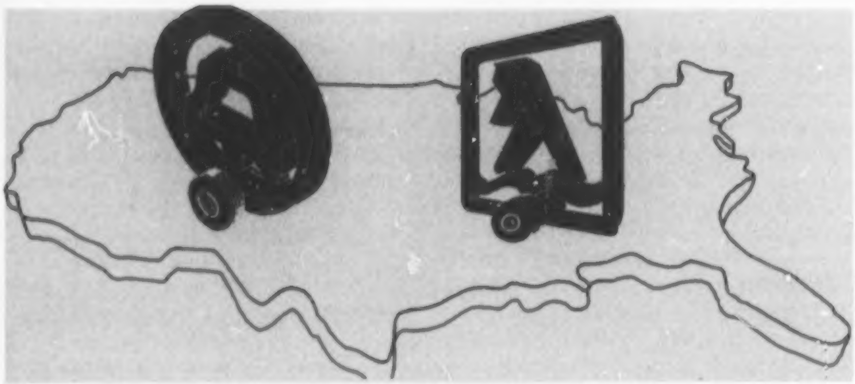
While Grandma Bell would be left to operate with the in-place local phone system—the "railroads" of the communications network, some have called them—and to wrestle over rising rates with state regulatory agencies, national AT&T, in addition to controlling the highly profitable long-distance network, could sweep into the local communities with a spanking new data network paralleling Grandma Bell's dowdy existing service.

Marbut sketched the following scenario Feb. 2 for the International Newspaper Advertising and Marketing Executives Sales Conference:

Consider that under the settlement, national AT&T can become a local cable television operator. Factor in the new communications technologies, such as fiber optics, which Bell has been using to replace copper wire in telephone trunk lines and which can carry television signals and other data.

"You put that together and you have a fascinating possibility of AT&T using the new technology and bypassing altogether the local telephone network that they divested, 'Grandma Bell,' and trying something new and different and calling it cable television and becoming electronic publishers, fully integrated from top to bottom, not only in a local market, but also nation-wide."

Marbut's advice: The settlement makes legislation in this area necessary "more than ever."



Alberto Pacheco

cations technology is that . . . the local newspaper can be a retailer of information of all sorts," Marbut said. "You can tap into various data bases across the country that are wholesalers, if you will, of information."

As the local information companies, Marbut said, newspapers—"the retailer, if you will"—would have to tap in nationwide through some sort of intercity network. But, he noted, "90 percent of that network is owned by national AT&T which has suddenly been deregulated, disconnected from the local control that both the Senate and House bills would have put over AT&T, the prohibition against becoming an electronic publisher."

Marbut, who is president and chief executive officer of Harte-Hanks Communications Inc., said "the problem is the unique combination of content and conduit where they've (AT&T) got such a vast majority of the marketplace."

His comments came a week and a half after the ANPA Board of Directors issued a statement saying AT&T's long-distance network—which would be given free rein to operate in any market—"may not be subject to effective competition at the present time" [**presstime,** Feb. 1982, p. 12].

ANPA Vice President and General Counsel W. Terry Maguire outlined other issues the Association is examining:

- The extent to which Judge Greene could void prohibitions against AT&T's originating information over its own facilities, as embodied in the 1956 antitrust consent decree which the settlement would replace. Maguire said Greene does not have judicial power to change specific terms of the proposed new settlement. But some observers have suggested that Greene might be able to persuade AT&T and the Justice Department to make changes.
- The extent to which local telephone companies would be restricted in what they do with their "white pages." Could they sell space on the pages to people or companies desiring expanded listings?
- The conditions under which local telephone companies would be required to make available computerized directory tapes. Could the companies sell them only to the highest bidder? What safeguards will there be to ensure that national AT&T won't be able to buy such materials for its exclusive use?
- The constraints against local telephone companies building and operating cable systems in their service areas. The settlement appears to allow a local telephone company to be a common carrier for cable in its area but not a franchisee or programmer.

As ANPA was wrestling with such questions, Assistant Attorney General William F. Baxter was telling a joint House Telecommunications Subcommittee-Monopolies Subcommittee hearing Jan. 28 that he would restart the antitrust suit against AT&T if Greene does not approve the proposed settlement.

At another one of those joint hearings, Baxter's predecessor in the Carter administration, Sanford M. Litvack, said the settlement "is more favorable to the government" than a proposed agreement he was negotiating with AT&T before leaving office.

And at separate hearings Jan. 25 before the Senate Commerce and Judiciary committees, it became clear that one of the major issues arising from the settlement continues to be what will happen to local phone rates if the settlement goes into effect.

Although government and AT&T officials repeatedly told that hearing the settlement itself would not cause local rate hikes, a panel of state utility regulators went to Washington a week later and told the joint House hearing they want adequate safeguards to prevent sharp rises. ☐

Phone company's direct-mail ads draw ire

A Tennessee publisher has filed a complaint with state authorities over a direct-mail advertising service being offered by an independent telephone company.

The Tennessee Public Service Commission has scheduled a hearing March 3 on the request of Frank Leeming, publisher of the Kingsport Times-News, for an investigation of United Inter-Mountain Telephone Co.'s "Tele Ad" service.

The service, instituted last December, offers advertisers the opportunity to insert advertisements into the telephone company's monthly phone bills. The inserts can be targeted to specific areas by telephone exchange, according to United spokesman Lloyd Karnes. Thus far, he said, the service has been used by a savings and loan association and several fast-food restaurants.

In his complaint, Leeming noted that 70 percent of his newspaper's revenue comes from advertising.

"We feel it is unfair competition for a regulated utility to use its monopoly position in the marketplace and revenue it receives from telephone subscribers to subsidize a new business that has nothing whatsoever to do with providing phone service. If the PSC lets this go, it would establish a precedent that could lead to all sorts of things," he said.

Leeming pointed out that the telephone company's state charter does not permit it to engage in anything but telephone and telegraph service. He said if the public service commission refuses to investigate the complaint, he is prepared to go to court.

Attorneys who represent the Tennessee Press Association filed the complaint on Leeming's behalf. ☐

ANPA supports FCC plan to exclude broadcast teletext from performance rules

ANPA supports the Federal Communications Commission's plan to treat broadcast teletext—the insertion of text and graphic information in the vertical blanking interval of a regular broadcast television signal—as an "ancillary service" and not require it to observe performance standards

Broadcast regulations in question include the "fairness doctrine," reasonable access and equal opportunity for federal political candidates, and guidelines on the amount of advertising and news programming [**presstime**, Jan. 1982, p. 14].

ANPA told the commission Feb. 10 that the scarcity of broadcast frequencies—the reason regulations on broadcast programming have been imposed in the past—does not apply with this new service.

The same kind of text and graphic information may be transmitted using existing cable television or microwave technologies or using such emerging new technologies as direct broadcast satellite and low-power television, it said. In addition, videotex services, providing two-way transmission of text and graphic information, may use telephone lines or cable television systems.

"The larger data transmission market thus indicates no scarcity of channels to justify broadcast-type content regulation," ANPA said. "Furthermore, the same material should be subject to the same rules whether provided via cable, telephone, or over the air, and no content rules currently apply to leased cable channels or telephone-based services."

Also, ANPA argued, the imposition of content regulations would "inhibit the involvement of print publishers and other information producers, who would find repugnant any government control over their editorial decisions."

The Association did not address the issue of technical standards for teletext services. The FCC has proposed an "open environment" in that area also. ☐

Telecommunications notes

The Federal Communications Commission is expected to decide by the end of this month whether to authorize new **low-power television service** [**presstime**, May 1981, p. 40].

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Half of the newspapers surveyed by the Association of Newspaper Classified Advertising Managers and the Newspaper Advertising Bureau "have **done nothing to prepare** themselves for future electronic information systems."

That's the word from Marvin C. Veal Jr., classified director of The Dallas Morning News and head of ANCAM's Telecommunications Task Force, who interpreted the survey results for ANCAM Exchanges newsletter.

According to Veal, respondents listed as the major problem "the low priorities of such systems established by executive management at newspapers."

Twenty-nine percent said they had questioned cable TV companies on the availability of channel space; 5.4 percent had contracted with cable companies for one or more channels; 2 percent were on cable; and 9 percent said they would be on cable at specified future dates.

Other major problems reported were "availability of cable, difficulty in securing cable leases and low penetration of existing cable systems," and "availability of funds for system establishment and cable leasing."

Questionnaires were sent to nearly 600 newspapers in North America and overseas. Nearly 50 percent were returned.

• • •

Prestel, the telephone-based videotex service that has been operating in the United Kingdom since 1979 [**presstime**, Oct. 1981, p. 26], now is available in the United States. The service currently has 210,000 pages of information provided by 900 information providers and more than 15,000 users, most of them businesses.

It was initiated Jan. 19 in ceremonies in Boston, where the Prestel computer is based. ☐

Senators listen to FOIA appeals by Strategy Group

Several senators have indicated they may sponsor corrective amendments to a bill that would substantially weaken the federal Freedom of Information Act.

Those senators, members of the Judiciary Committee, expressed their willingness to do so in discussions on Capitol Hill in February with representatives of ANPA's new Freedom of Information Strategy Group [**presstime**, Jan. 1982, p. 9].

ANPA is opposed to many of the provisions of the bill, S 1730, which already has been approved by the committee's Subcommittee on the Constitution. The corrective amendments may be offered when the bill goes to mark-up, the senators told the strategy group.

The ANPA group also visited the Central Intelligence Agency to meet with Director William J. Casey. He is seeking to have the CIA exempted from the FOIA.

In a related development, the Society of Professional Journalists, Sigma Delta Chi, Jan. 31 gave the Reagan administration failing marks for its first year on issues involving openness in government. Of 10 issues, including the FOIA, the administration passed on only one, SPJ,SDX said. That was for opposing efforts by UNESCO to regulate journalists and to impose government controls on the flow of news. ☐

Minn. subcommittee OKs uniform information code

The press' battle against the "Uniform State Information Practices Code" has been joined again in the Minnesota Legislature. The code, which press groups including ANPA have criticized as leaning too far in favor of government secrecy, was approved Feb. 11 by the Privacy Subcommittee of the Senate Judiciary Committee.

G. Rodgers Adams, assistant to the editor of The Minneapolis Star, had testified against the bill on behalf of the Minnesota Newspaper Association.

The code bill passed the Minnesota Senate last year but died in conference [**presstime**, Jan. 1982, p. 5]. ☐

New USPS rules would blur 2nd-, 3rd-class mail distinction

By C. David Rambo
presstime staff writer

The U.S. Postal Service is considering a move which many newspaper publishers fear would be a major step toward eliminating the historic distinction between newspapers mailed second-class and free publications typically mailed third-class.

Accordingly, ANPA will file comments opposing the proposed elimination of key rules governing regular-rate, second-class mail.

It also asked postal officials to extend by one month the Feb. 25 deadline for submitting remarks. There had been no decision on the requested deadline extension by press time.

In asking for comments, the Postal Service invited interested parties to address the idea of eliminating the following tests publications must meet to qualify for the relatively low rates and prompt delivery associated with second-class:

- That traditional newspapers have at least 50-percent paid circulation
- That free-circulation papers in the "controlled-circulation" category—which affords second-class benefits but carries stiffer requirements than third-class—show that at least half of their circulation is requested by readers under what is known as the "50-percent requester rule."

Controlled-circulation publications used to occupy a rate class of their own between second- and third-class and were not bound by the requester rule.

But controlled-circulation was merged with second-class last March, and the publications were given until March 20 of this year to comply with the requester rule. This would make them consistent with traditional second-class publications that, in effect, show demand in terms of paid subscriptions [**presstime,** Jan. 1981, p. 17].

That March 20 deadline now has been delayed, however, and if USPS succeeds in eliminating the second-class provisions, controlled-circulation publications would be able to receive equal treatment with newspapers and never have to comply with the requester rule.

USPS claimed the delay of the March 20 deadline was due to the fact that the postal board of governors had never approved the date.

ANPA and the American Business Press, an association of more than 500 specialized business periodicals, filed suit Feb. 17 against USPS over its plan to delay implementation of the requester rule.

They said the delay would be "arbitrary, capricious, an abuse of agency discretion and is in excess of statutory jurisdiction." They asked the U.S. District Court for the District of Columbia to make the USPS stick to its deadline.

Many publishers already have complied with the requester rule, ANPA and ABP told the court. If the deadline is not enforced, those publishers would suffer "irreparable injury because of an undue competitive advantage" taken by others who have chosen not to comply.

Concerning the overall proposal, ANPA planned to stress to USPS the dangers of violating the post office's historic commitment to providing lowest rates to publications with a paid list of subscribers.

At issue is how third-class publications such as shoppers could more easily take advantage of second-class mail if the rules were eased. The only requirements such publications would have to meet would be to contain, in at least half of all issues, a minimum of 25-percent editorial material, which may be television listings, recipes or "canned" copy; to publish at least four times a year; and to run at least 24 pages per issue.

ANPA Postal Committee Chairman Kenneth M. Carter, publisher of The Evening Star in Peekskill, N.Y., said the Postal Service from its beginning has lived up to the congressional mandate to guarantee the efficient and dependable dissemination of news and information.

"As Alexander Hamilton noted in *The Federalist* in 1789, the 'public papers will be expeditious messengers of intelligence to the most remote inhabitants of the union,'" Carter said.

Elimination of the paid-subscriber and requester rules would not apply to in-county mail or to "limited circulation"—less than 5,000 copies mailed outside the county of publication.

Postmaster General William F. Bolger in a **presstime** interview more than a year ago questioned the usefulness of such rules as the requester provision [**presstime,** Dec. 1980, p. 22].

"What in the world do we care if you have a legitimate list of subscribers?" he said. "I know it has value if you are trying to get advertising to be able to prove how many people read your magazine or other publication. But what do we care? . . . Do you know of any alternate delivery service which requires a legitimate list of subscribers? No, I can't identify a single one." □

Six-day delivery promised despite cuts

U.S. Postal Service officials said six-day mail delivery would be maintained for fiscal 1983 despite President Reagan's proposed budget for next year, which includes no money for a "public service" subsidy.

That subsidy now helps to sustain six-day delivery as well as unprofitable postal facilities such as some rural post offices. The current fiscal year's public service subsidy is $221 million.

Reagan also proposed to cut the "revenue foregone" appropriation from this year's $614 million to $500 million. "Revenue foregone" is the government's allocation that in effect subsidizes certain second-class mail rates.

There was no word from the Postal Service on what effect that reduction would have on the second-class mailings affected: those mailed within the county of publication and those of fewer than 5,000 copies mailed outside the county of publication.

Costs for such mailings rose dramatically Jan. 10 as the USPS adjusted for a cut in revenue foregone funds provided for in a continuing-resolution appropriation approved late last year [**presstime,** Feb. 1982, p. 15]. □

Rules struck down

More legal ads anticipated

An authority on lawyer advertising predicts that many states will loosen their restrictions on such ads in the wake of a U.S. Supreme Court decision that Missouri's rules are too restrictive.

Rule 4 of the Missouri Supreme Court said lawyers may include 10 specific categories of information in a published advertisement—such things as name, address, phone number, areas of practice, office hours, fee for an initial consultation, credit arrangements, etc. The rule also allowed lawyers to mail professional announcement cards only to lawyers, clients, former clients, personal friends and relatives.

The U.S. Supreme Court Jan. 25 struck down the rule, saying while states can prohibit false, deceptive or misleading advertising, the First and 14th Amendments require that restrictions be no more extensive than "reasonably necessary."

Lori B. Andrews, an American Bar Foundation research attorney who wrote the book, *Birth of a Salesman: Lawyer Advertising and Solicitation,* said 31 states have "lists" of allowable items lawyers may include in their ads, and 16 have rules setting forth descriptive "terms" that must be used.

Many of those states will have to reevaluate their regulations as a result of the high court decision, Andrews said.

The decision "probably will increase the number of lawyers who are advertising" through the mails, she said. Many lawyers may begin to target their direct-mail efforts—to people who are selling houses, for example.

An informal poll conducted by the American Bar Association Journal in 1980 showed that about 10 percent of the lawyers advertised. A similar Journal poll a year earlier showed about 7 percent placed ads.

Many states banned the practice until 1977, when the U.S. Supreme Court ruled in *Bates v. State Bar of Arizona* that lawyer advertising was a form of commercial speech protected by the First Amendment and could not be subjected to "blanket suppression." ☐

KC Star Co. ordered to pay $2.5 million

The Kansas City Star Co. said it will appeal a U.S. District Court order that the newspaper pay more than $2.5 million in attorney fees and $347,339 in court costs in a suit over a plan to terminate independent carriers.

The Feb. 12 order followed a judgment last year in favor of 260 independent carriers who had charged the company with antitrust violations and had asked for a permanent injunction against the termination plan.

The company, publisher of the Kansas City Star and Kansas City Times, last November filed an appeal of that decision; it remains pending [**presstime,** Dec. 1981, p. 15].

Under law, plaintiffs who prevail in antitrust cases may recover attorney fees.

Attorneys for both the newspapers and the carriers said in late February that as part of the recent order they expected the District Court to ease somewhat the terms of the injunction.

In two related developments:

- The U.S. Supreme Court Jan. 25 refused to hear arguments of independent carriers who protested The Providence (R.I.) Journal Co.'s plan to replace them with its own delivery force. The 1st U.S. Circuit Court of Appeals had ruled that the newspaper company's attempt to improve service through such "vertical integration" does not violate antitrust law.

Attorneys for the company said the decision could serve as an important precedent in the final disposition of related cases, including the Kansas City case.

- The 1st Circuit also ruled that the Boston Herald American did not violate antitrust law when it decided to replace an independent carrier system with an employee distribution system. The court issued summary judgment Jan. 11 against nine former independent carriers who had sued the newspaper. ☐

Court briefs

ANPA and five other press organizations in a friend-of-the-court brief Feb. 8 asked the U.S. Supreme Court to order release of State Department documents to The Washington Post under the federal **Freedom of Information Act** [**presstime,** Dec. 1981, p. 14].

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Gov. Edmund G. Brown Jr. is expected to sign a bill that would abolish a 107-year-old California statute requiring judges to **close pretrial hearings** solely at the request of criminal defendants [**presstime,** Jan. 1981, p. 13]. Under current law, the public and press have no chance to argue merits of a closure motion. The bill recently passed would give judges discretion to hear arguments on such motions and to decide on a case-by-case basis.

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A rider to that recently passed California pretrial hearing bill would, for the first time, provide a **right of access** under state law to records of the activities of state and local law enforcement agencies.

The rider represents a compromise among the California Newspaper Publishers Association, the California Peace Officers Association and a state organization of law enforcement records supervisors. They had convened in an effort to reach agreement on access legislation after Brown vetoed a CNPA-supported bill last year [**presstime,** Jan. 1982, p. 6].

CNPA Legislative Counsel Terry Francke said he didn't think the press lost anything in the compromise.

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ANPA has opposed proposed revisions to ABA policies regarding **cameras in the courtroom**, charging that the ABA "discussion drafts" being circulated "represent little change from existing canons" reflecting ABA's opposition to camera coverage.

"ANPA objects to a policy banning the use of cameras in courtrooms as contrary to our strong societal values of open government, public trials, and an effective press," said ANPA Press/Bar Relations Committee Chairman Joe R. Seacrest in a letter to B. James George Jr., chairman of the ABA Standing Committee on Association Standards for Criminal Justice. ☐

Mass. publisher drops appeal, agrees to file financial reports

The publisher who has battled the government over the required filing of quarterly corporate financial reports has conceded defeat.

Loren Ghiglione, publisher of The Evening News in Southbridge, Mass., did so in an out-of-court settlement of the dispute over the financial-reporting requirement of the Federal Trade Commission.

In conjunction with the settlement with the Justice Department, Ghiglione dropped his appeal of a lower court order that he comply with the FTC requirement.

According to his attorney, Arthur B. Hanson of Washington, D.C., Ghiglione agreed to file reports requested by the FTC in the future for Nanlo Inc., parent company for the newspaper.

Ghiglione also agreed to pay 10 percent of the more than $60,000 in civil penalties that had accumulated against Nanlo since 1979, Hanson said.

Ghiglione, sole stockholder in Nanlo, had cited First Amendment protection and the right of privacy as reasons for not filing the reports.

He had unsuccessfully requested the FTC stop requiring newspapers to file the forms and in 1980 was sued by the Justice Department for noncompliance.

Last August, District Court Judge Frank H. Freedman ruled that the press "is not shielded by the First Amendment from laws of general applicability" [**presstime,** Sept. 1981, p. 12].

Ghiglione intially appealed that decision to the 1st U.S. Circuit Court of Appeals. But later, he withdrew the appeal in conjunction with the settlement.

Ghiglione neither admitted nor denied guilt in the case.

"I would have liked to (have) kept going on," he said, "but the possibility of the $63,300 (fine) looms." One of the points he had attempted to make in the course of resisting the filing, he said, was that the penalty "had no relation to the act that's involved here." The penalty accrued at the rate of $100 a day.

"We've done what we think is the responsible thing," Ghiglione said. "We had at least one day in court—and lost." ☐

ANPA criticizes secrecy classification

A Defense Department proposal to create a new category of classified information is the latest example of the Reagan administration's "philosophy of closure," according to ANPA Executive Vice President and General Manager Jerry W. Friedheim.

In the keynote address to the Georgia Press Association's annual Press Institute Feb. 18 in Athens, Friedheim charged the administration with being the worst offender in a "disturbingly negative, freedom-of-information trend" permeating the federal government.

"Suddenly, 'top secret,' and 'secret,' and 'confidential' . . . are not enough," he said. "Now the secrecy fans want a classification called 'restricted' to protect 'an advantage.'"

Friedheim warned that if such an attitude is allowed to triumph in Washington, it could "trickle down" to the local level.

The Society of Professional Journalists, Sigma Delta Chi also criticized the move toward more secrecy. It said in letters to the House and Senate Intelligence committees that the Reagan executive order on which the Pentagon proposal was based could lead to "over-classification." ☐

Two briefs urge Smith to reject Seattle merger

Two briefs have been filed in opposition to a proposed joint operating agreement sought by The Seattle Times and Seattle Post-Intelligencer.

The briefs—from the Antitrust Division of the Justice Department and from a group of Seattle-area opponents—urge Attorney General William French Smith to reject an administrative law judge's recommendation that the merger go forward [**presstime,** Feb. 1982, p. 16].

Arguments against the merger in both intervernors' briefs largely repeat the positions they presented during a month-long hearing late last year before Administrative Law Judge Daniel H. Hanscom. Among other things, they said the P-I returns a net financial benefit to its parent, the Hearst Corp.

The Seattle-area opponents group is comprised of smaller competing newspapers in the area, a citizens groups formed to oppose the merger and a group of P-I employees.

The newspapers plan to submit rebuttal arguments by the March 3 deadline. After that, Smith will decide whether to approve the merger of all the newspapers' departments except their newsrooms. He has no deadline but has said he will act swiftly.

William J. Snyder, the Justice Department's administrative counsel, said he does not expect a decision before April 1.

Smith's decision, when it comes, is subject to court appeal. ☐

Regulatory notes

The Federal Trade Commission staff has asked The Washington Post Co. and Time Inc. for information about the Post's **purchase of the Time-owned Washington Star printing plant** [**presstime,** Oct. 1981, p. 54].

In late February, spokesmen for both companies said they were responding to the request.

A story in the Post quoted "industry sources" as saying the FTC inquiry "is likely to focus on the competitive consequences of the Post's purchase." The Post bought the plant about two months after the Star's Aug. 7 closure.

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President Reagan has renominated Washington attorney F. Keith Adkinson for a **seat on the FTC** [**presstime,** Feb. 1981, p. 11]. The Senate Committee on Commerce, Science and Transportation considered but did not take final action on the Adkinson nomination in the last session of Congress. ☐

Action building on lower press rates

By Martin Casey

Press organizations worldwide have long contended that lower news-transmission rates would foster communications, especially between nations.

UNESCO has endorsed this logic as an element of its "new world information order."

And while private-sector, free-press organizations remain wary of government activities in communications—and particularly wary of UNESCO's involvement—the lowering of press telecommunications rates is one of their long-held principles.

Harold W. Andersen, president of the Omaha World-Herald Co. and chairman of the World Press Freedom Committee puts it this way: "The principle of press tariffs low enough to encourage the flow of news is one we have advocated, and we continue to do so. We will need to stay alert to assure that rates are not applied in a discriminatory manner, but we can welcome any action that lowers press rates and enhances communications."

Spurred by such interest across the international political spectrum, increased attention is now being given to a nearly two-year-old report by a UNESCO working group on international telecommunications tariffs. The group proposed that developing nations offer a cheap "Development Press Bulletin Service," or DPBS, and that developed nations also lower press communications tariffs by enacting a "Conventional Press Bulletin Service," or CPBS.

The proposal was endorsed by the last UNESCO General Conference, in Belgrade, Yugoslavia, in October 1980. And further support came last October from the UNESCO-sponsored Symposium on Regional and International Mechanisms for the Dissemination and Exchange of Information, attended by media and government representatives.

UNESCO has no communications rate-making authority, but it is trying to influence the area as part of its efforts to build communications capabilities in the developing world and to seek a more "balanced" flow of information between nations. UNESCO Director-General Amadou-Mahtar M'Bow recently promised at least one proponent of the working group's proposal that he would stress the issue with heads of state he visits this year.

Specifically, the proposal recommends that in developing countries:

- National post and telegraph administrations adopt a DPBS tariff under which a two-way, full-time, 50- or 75-baud circuit would cost no more than $200 a month. Such circuits are capable of carrying 60- and 90 words per minute, respectively, either transmitting or receiving. Similar press bulletin services in most countries cost more than $1,000.
- The post and telegraph agencies approve proportionately reduced DPBS rates for less than 24-hour-a-day service, for minimum periods of four hours a day, either one-way or two-way, and commensurately low rates for telephone-type channels for transmission of teleprinter, voice, facsimile, phototelegraphic and data signals.

For developed countries, the proposal recommends:

- Adoption of a CPBS rate of $500 a month for the two-way, full-time, 50- or 75-baud circuit, and commensurate prices for other press services.
- Application of the DPBS ceiling for services requested by the press of developing nations, saying, "This invitation is particularly relevant to countries hosting the United Nations and its specialized

UNESCO Director-General M'Bow (right) visits UPI World Headquarters in New York for discussions on the "new world information order" and other communications concerns, with Claude Hippeau, UPI vice president/international divisions.

Casey, ANPA manager/government affairs, is the Association's staff specialist on international press matters.

agencies. This proposal is in the interests of reciprocity and would promote the flow of information from foreign correspondents serving news agencies, newspapers and broadcasting organizations in the Third World."

In addition, the group recommends that authorities in all nations retain or reinstate "press telegram service" under which telegrams intended for publication and addressed to a news agency, newspaper or broadcasting organization are charged one-half to two-thirds the cost of an ordinary telegram.

In its report, the UNESCO working group says the purpose of the proposal "is to serve as a spur to some greater flow of news and information between the peoples of the world." It urges authorities to put aside temptations to profit from press activities and to underwrite low press tariffs because "the correction of the existing imbalance in international news flow merits a high place" in a nation's priorities.

Similarly, ANPA, in a May 1980 letter to M'Bow, said:

> UNESCO should seek methods for facilitating both the expansion of communications ability worldwide and the accessibility of all people to a broad choice among information sources. Lowering communications costs should be a prominent goal of UNESCO. Individuals need increased and affordable access to efficient postal service, to telephone and telegraph communications, to a variety of mass information media including multiple broadcast channels and to a choice among daily and weekly newspapers, magazines, books and other media. Economics is as important as technology in communications building.

And in May 1981, leaders of independent news organizations from 20 nations meeting at the Voices of Freedom conference in Talloires, France, declared their support for "practical solutions" to communications problems "such as improving technological progress, increasing professional interchanges and equipment transfers, reducing communication tariffs, producing cheaper newsprint and eliminating other barriers to the development of news media capabilities."

Sri Lanka was the first nation to adopt DPBS rates. Malaysia reportedly is the only other country thus far to have adopted the concept. However, the Soviet Union has embraced the reciprocal part of the CPBS recommendation, stating that it will offer journalists from a developing nation reporting from the U.S.S.R. the same rates that nation offers TASS reporters.

The UNESCO working group on international telecommunications tariffs does not envision a developing press subsidized by the developed press. Instead, the group argues it is in each nation's own interest to foster communications by setting low press tariffs. The group asks governments to do the subsidizing.

U.S. publishers' concern. The concern of U.S. publishers is whether developing countries will apply the DPBS rate to all press representatives impartially.

Joseph P. Rawley, co-publisher of The High Point (N.C.) Enterprise and ANPA's representative on the U.S. National Commission for UNESCO, notes, "Most news services in developing nations are government-owned and operated. If cheaper rates were offered representatives of news services from developing countries, and higher rates were charged the existing major international news services, it could constitute a subsidy for government-controlled news services."

Rawley says this is compatible with some of the rhetoric he has heard in international forums. He fears that if new, regional, government-run cooperative news services mature over the next decade, they could replace major news services distribution in some countries. For example, a nation's government news service could become the single client of the Associated Press in that country, and, in turn, could service all the nation's newspapers and broadcast stations.

That, of course, could happen now in countries where the government is strong enough to so dictate. But Rawley says discriminatorily applied press rates could contribute toward the same result through economic considerations.

Donald Till, vice president, communications, L.A. Times-Washington Post News Service, believes the proposal for differing DPBS and CPBS rates may be "divisive." He wonders, "Which are the developing nations? When do they stop being developing nations?"

In his view, such value judgments should not have to be made. "High rates of international telecommunications services are an impediment to the free flow of information for media organizations in developed and developing countries. . . . The free flow of information between all countries can be stimulated if international telecommunications facilities are made available at affordable rates and without punitive regulations governing their use," he says.

The chairman of the UNESCO working group, Oliver G. Robinson, stresses the proposal of the DPBS rate in developing nations is not to be applied discriminatorily. Robinson, executive director of the International Press Telecommunications Council [**presstime**, Nov. 1979, p. 52], admits that UNESCO cannot dictate how countries apply press rates, or even whether they do so. That is why the proposal needn't concern itself with defining "developing country," he contends. Each nation would decide that for itself.

But he contends the proposal reflects the fact that "the realities of the world differ widely. Even one-half of current average telecommunications rates are totally unaffordable for most developing nations."

He and his working group assessed worldwide telecommunications economics and decided on the dual DPBS/CPBS approach as a way to bring press tariffs down for everyone while enabling communications to become affordable for the developing world. In this case, Robinson says, "Two sets of proposals are better than one."

The UNESCO working group does not envision a developing press subsidized by the developed press, he says. Instead, the group argues it is in each nation's own interest to foster communications by setting low press tariffs. The group asks governments to do the subsidizing—but it says less subsidy is necessary in developed nations. ☐

UN agency postpones action on new information network

Plans for a Third World "development information network" sponsored by the United Nations Development Program apparently have been put on the back burner, partly as a result of opposition from the State Department and U.S. press groups.

But Narinder Aggarwala, coordinator of the UNDP's network project, says his staff is still looking at the "legal and financial implications" of creating the network [**presstime,** Feb. 1982, p. 11].

The network would receive initial start-up money from the UNDP. Operating costs—estimated at $60 million over the next six years—would be paid by voluntary contributions from nations around the world and by subscriber fees.

Aggarwala says the proposed network has been under study for two years, the idea having originated at a 1978 UNDP conference on the needs of developing nations. Aggarwala stresses that the network would not be a news agency but would communicate experience and ideas about development among Third World universities, research centers and government agencies.

However, in December, the UNDP disclosed that the only candidate being considered to run the network was a nonprofit, Malta-based group called Communications for Development. Among its affiliates are several research centers and the Inter-Press Service, a news agency headquartered in Rome. Much of the news distributed by IPS is produced or adapted from national, government-owned news services.

In the past, at UNESCO and other international forums, some national news agencies in Third World countries have urged that government information ministers be in charge of all news and information flowing in and out of their countries [**presstime,** Feb. 1982, p.19].

"If IPS is merely swapping government press releases around the world, this does not sound much like a news operation," says Dana Bullen, executive director of the World Press Freedom Committee.

IPS, which was founded in 1964, describes itself as "the world's newest international news agency, with the sixth largest telecommunications network." It has bureaus and correspondents in 60 countries, "primarily in the Third World but in a number of industrialized countries as well, and has links with some 30 Third World or non-aligned national news agencies," according to its promotional literature.

The agency says its service emphasizes developmental issues and events of interest to the Third World—subjects that are "either ignored or poorly covered by the transnational wire services."

In the United States, IPS news is edited and distributed by Interlink Press Service, a recently established news agency.

John Koehler, assistant general manager of the world services division of the Associated Press, says "we welcome competition wherever it is. What concerns us is what happens if UN money is used to build up an agency that would keep us out of areas where we need to go to do our job."

The State Department also has raised questions about "the appropriateness of the group" being considered as operator of the network. Harry Glazer, chief of the department's Economic Development Division, says the United States does not necessarily oppose the idea of the network but is concerned that any new programs not duplicate existing ones.

Glazer says he expects the information network to be discussed again at the June meeting of UNDP's governing council.

UNDP is funded by voluntary contributions from members of the United Nations. The U.S. contribution for 1982 is $126.2 million, a slight increase over the 1981 contribution of $126.1 million. ☐

Protests greet S. African press proposals to register journalists, impose ethics code

Proposals to increase controls on journalists and curb press freedom in South Africa have stirred protests from press groups in the United States as well as from newspapers in South Africa.

A commission headed by former South African Supreme Court Justice M.T. Steyn has suggested that both foreign and domestic journalists be registered and agree to a code of conduct. If a journalist were to violate the code, he or she could be fined or removed from the register—and thus be unable to work as a journalist.

The proposed code includes exhortations to exercise "care and responsibility" when dealing with racial, ethnic or cultural matters or matters concerning peace, good order, safety, defense and the economy.

The commission also urged new laws limiting ownership of newspapers and newspaper companies. Those rules would greatly affect two large, English-language newspaper groups.

South Africa already has dozens of laws and restrictions on what journalists can write.

But Prime Minister Pieter W. Botha told Parliament that his government is not committed to the proposed regulations and would be open to revisions suggested by the South African newspaper industry.

The World Press Freedom Committee sent a telegram to Botha urging him to reject the proposals. "Adoption of these proposals, in our view, would severely curtail freedom of the press in South Africa. Such curtailment, of course, means curtailment also of the rights of the people of South Africa to freely express their views through the press and to be fully informed. . . ." said WPFC Chairman Harold W. Andersen, president of the Omaha (Neb.) World-Herald Co.

Freedom House, a New York-based organization that monitors the level of political rights around the world, issued a statement pointing out that "a lively opposition press" has endured in South Africa despite existing restrictions. "If press-licensing goes through, South Africa will have joined some of the most repressive countries in raising fear and threats of personal reprisal to a more pervasive level in the daily life of the journalist," the organization said.

Freedom House also noted that the Steyn Commission "has employed the same justifications used by licensing proponents at UNESCO." ☐

Government projects receive lion's share of IPDC funds

The UNESCO-sponsored International Program for the Development of Communications has approved funding of $910,000 for 14 projects to be started this year in developing areas of the world. The projects will be funded with donations paid directly to the IPDC by some of its members.

All of the projects approved at the January IPDC meeting in Acapulco were regional in scope, and most were in response to requests from governments rather than from independent media [**presstime,** Feb. 1982, p. 19].

Also approved in Acapulco were procedures ensuring that future requests for assistance from the IPDC, including projects suggested by nongovernmental entities, will have to be routed through government agencies or government-appointed UNESCO commissions in individual countries.

About $3 million was contributed to the IPDC, and offers of $5 million in bilateral assistance were made.

The United States refused to contribute directly to IPDC but noted that $100,000 was available for communications projects from the U.S. Agency for International Development.

Joseph P. Rawley, co-publisher and general manager of The High Point (N.C.) Enterprise, charged that communications is the only area of UNESCO where the focus appears to be on the rights and needs of governments and nations rather than on the needs of individuals. Rawley represents ANPA on the U.S. Commission for UNESCO and also worked for several months in UNESCO's Paris headquarters last year [**presstime,** Sept. 1981, p. 17].

The projects funded include:

- For Africa, $100,000 for the Pan-African News Agency, $10,000 for a regional project to develop communication technologies, $10,000 for a network to exchange economic news among national press agencies, and $125,000 for further determination of needs and preparation of training projects
- For the Arab states, $56,000 for communication planning and exchange, and $30,000 for a regional broadcast training center
- For Asia and the Pacific, $80,000 for a news network, and $100,000 for a regional bank of cultural, educational and news films and television programs
- For Latin America, $45,000 for a Caribbean broadcasting, training and program exchange; $70,000 to create a special information services agency; $40,000 for a Mexican center for communication research and application; $10,000 for an automated publishing and translation center; and $15,000 to train technicians to develop communications at the community level
- For regional projects, $20,000 for a feasibility study on global exhange of information by satellite, and $30,000 for a study of application of communications technology to rural areas.

The 35-nation governing council of the IPDC gave the director-general of UNESCO, Amadou-Mahtar M'Bow, a list of seven candidates for the post of IPDC director. M'Bow is expected to choose the director within the next few months.

The next IPDC meeting is scheduled for Dec. 6-13 in Paris. □

ABA resolution opposes licenses for journalists

The American Bar Association House of Delegates recently approved a resolution opposing the international licensing of journalists and favoring U.S. support of technological assistance programs for news media in developing nations.

The three-part resolution, which was approved at the ABA's Jan. 20-26 Midyear Meeting in Chicago, also expressed support for Article 19 of the Universal Declaration of Human Rights. The article provides that "everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers."

ANPA had endorsed the resolution. □

Transportation notes

(Compiled by the ANPA Newsprint/Traffic Department, this column features information about transportation developments that may affect newspapers' shipments of newsprint and equipment.)

Major railroads in 1981 carried 996,160 **carloads of pulp, paper and allied products,** representing a 6.1-percent decrease from 1980, according to the Association of American Railroads. There was a 4.3-percent decline in total carloads for all industry. The AAR attributed the drop to a trend in retiring smaller cars and increasing the average load per car.

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A federal bankruptcy judge approved an agreement between the Chicago, Milwaukee, St. Paul & Pacific Railroad and its unions calling for about $100 million in **labor concessions** over five years [**presstime,** Oct. 1981, p. 50]. Wages for all employees without contracts will be reduced 7 percent, and the size of certain train crews will be cut. Work-rule and pay changes will save about $74 million in 1982-84 and about $26 million more in 1985-86.

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The Interstate Commerce Commission implemented its new mileage-based, **fuel-cost compensation program** for motor carriers after an appeals court lifted a stay against the plan [**presstime,** Jan. 1982, p. 15]. The new system replaces one based on revenue. Carriers have until April 13 to fold their surcharges into the base rates. Surcharges remaining after that date will be null and void.

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The International Brotherhood of Teamsters executive board and the **trucking** industry represented by Trucking Management Inc. have reached tentative agreement on a **new three-year pact** [**presstime,** Jan. 1982, p. 15]. The agreement, which must be ratified, reportedly provides for a wage freeze, a cut in the cost-of-living allowance and work-rule changes enabling unionized carriers to compete with new and nonunion truck lines. The current contract expires at the end of this month. □

SAUs' impact on ad growth still unclear

By Margaret Genovese
presstime staff writer

SAU Working Committee Chairman Mattson addresses INAME sales conference.

National was the fastest-growing category of newspaper advertising last year, and newspapers' rate of growth outstripped that of network TV, spot TV, radio and magazines in the national arena.

But whether the new Standard Advertising Unit system figured in those success stories is unclear.

"We did have a 19-percent increase in national last year, but I wouldn't say that (SAUs) would necessarily be the reason for the increase," said Ralph W. Stepp, advertising manager of the Observer-Reporter of Washington, Pa.

On the other hand, Kenneth L. MacMannis, director of marketing of the Bangor (Maine) Daily News, said that "credit could be given to SAUs" for the increase.

Still others interviewed during the Jan. 31-Feb. 3 International Newspaper Advertising and Marketing Executives semiannual sales conference said it was too early to judge the voluntary system, which took effect only last September.

"We've got barely five months into the program," said Robert C. Momsen, advertising and marketing director of the St. Paul (Minn.) Dispatch and Pioneer Press. "It's pretty hard to change a whole system and expect results instantaneously."

However, he did point out that the newspaper business moved quickly to embrace the program and that advertising agencies are learning to use it. In a spot check at his newspapers during three weeks in January, Momsen said he found that 90 percent of the ads ordered, comprising 75 percent of the linage, came in as SAUs.

Even the chairman of the committee that developed the SAU system said he believes it would be wrong to attribute the dramatic gains in newspapers' national advertising to "any one thing."

"But I do believe," added Walter E. Mattson, president of The New York Times Co., "that all of the things that newspapers have done to make it easier for advertisers, to give them additional information, have been important factors in that increase."

Mattson told INAME that virtually every U.S. daily and weekly newspaper had agreed voluntarily to adopt the system of 25 basic advertising unit sizes to make it easier for national advertisers to place ads in newspapers with varying formats [**presstime,** Jan. 1982, p. 30].

Echoing Mattson's view, Leo Bogart of the Newspaper Advertising Bureau said "no national advertiser increased his advertising specifically because of SAUs." The new system should be regarded as part of a comprehensive effort to make advertising in newspapers easier to buy, said Bogart, the bureau's executive vice president and general manager. "In that sense, SAUs are part of what has stimulated the great interest in national."

Bogart told INAME that the NEWSPLAN discount program was another "key element" in national's growth. A recent NAB survey disclosed that 42 percent of all national advertising is run at a discount averaging 12 percent from the open line rate, and NEWSPLAN is the "single, most important reason" for that, he said.

Two other factors contributing to newspapers' national advertising growth were that television's cost effectiveness is being affected by cable and pay TV and that TV ad-recall scores have continued to drop, he said.

In another presentation, Martin Orlowksy, director of marketing service for R.J. Reynolds Tobacco Co., said his firm welcomes the development of SAUs as a "major step forward" in helping advertisers "take advantage of newspaper advertising."

Reynolds last year was U.S. newspapers' number one national advertiser, and President and Chief Operating Officer Gerald Long vowed before INAME to repeat this year.

However, a representative of another major national advertiser—Sears, Roebuck and Co.—came down hard on the SAU system.

David G. Slothower, Sears' national retail sales manager, told INAME the system "bothers him" because it "attempts to simplify ad placement, but at the expense of the advertiser."

"Because SAUs are not relative to one another in size (do not increase proportionately in width and height), we can't design a flexible ad service with interchangeable, proportionate elements to fit the SAU sizes," Slothower complained. "Further, the advertiser pays for float, which doesn't produce one more dollar in sales. The net result is a system that is still difficult for a retail advertiser to use and an added expense."

Slothower was equally critical of the system that existed prior to SAUs. He said the logistics of multi-market newspaper ROP advertising, which he called "an expensive nightmare" in light of the proliferation of newspaper formats, was one reason Sears' investment in ROP newspaper advertising dropped from 80 percent of its total local print budget in 1974 to 30 percent in 1981.

The other reasons he cited were a 108-percent increase in ROP unit space cost; the higher cost and lower quality of four-color advertising in ROP compared with preprints; the lower, out-of-pocket costs for preprints versus ROP; and the inflexibility of ROP distribution.

The outlook for ROP in Sears' media mix is "unfavorable," Slothower said. Rates currently are increasing from 12 to 15 percent, "with at best no increase in circulation and audience." He said continued double-digit ROP rate increases will only accelerate Sears' trend to preprint.

Slothower also had some sobering news on Sears' plans for distributing its preprints. "Sears units are using more preprints distributed by means other than newspapers," he said. "Our dollar investment in shared occupant and selective credit mailing will double in 1982. Use of weekly newspapers and alternate delivery systems to deliver our preprints will also increase."

The reasons for the shift, he said, are the decline in household penetration by daily newspapers and the "almost prohibitive" cost of mass coverage using newspapers and other additional media.

He urged newspapers to review their insertion rates and their coverage of their markets.

Competition for newspapers' preprint business was addressed by several other speakers at the conference.

Conference keynoter ANPA Chairman and President Katharine Graham said newspapers face a "real and immediate" threat from marriage mailers, shoppers and unpaid publications offering total market coverage.

INAME
INTERNATIONAL
NEWSPAP
ADVERT
and
MARKE
EXECUT

Outgoing INAME President Richard Ockerbloom of The Boston Globe (right) congratulates new president Joseph Flanagan of the Milwaukee Journal and Sentinel.

"These media capitalize on the fact that advertisers in today's turbulent economy want effective coverage at an effective cost," said Graham, chairman of the board of The Washington Post Co.

"Some are looking to reach specific geographic or demographic groups. Others are seeking to reach all of the homes in a market."

Newspapers' primary challenge, she said, lies in building on their circulation base, most importantly in household penetration.

"The only way newspapers can gain a larger share of advertising revenue is if they are able to deliver more households than competing media in the markets they reach. And if advertisers want total market coverage, newspapers, which already have a big headstart with their subscriber base, have to find a way to provide total market coverage for them," she said.

Newspapers also must increase their flexibility, through zoning and through computerization of circulation and mailroom operations, to make themselves more attractive to small advertisers and as a target-marketing medium, Mrs. Graham said.

Newspaper financial analyst John Morton said competitive advertising services, such as distribution services or shoppers or a consortium of both, will continue to grow and to threaten "the fundamental franchise of all newspapers unless newspaper managers start concentrating less on short-term profits and more on long-range goals."

Morton said a sophisticated business-management theory based on market-share evaulations could be applied to newspaper management. The theory preaches, he said, that "market share is a product's franchise and that protecting the franchise takes precedence over all other considerations."

At the same time, Morton advised newspapers against "cutting back on service, on news holes, on editorial spending on all the things that together created and supported the franchise."

Attendance at the conference was about 700, down about 10 percent from last year's winter sales conference held in Hollywood, Fla. ☐

INAME proposes standard format for ad rate cards

The INAME Retail Advertiser Relations Committee is urging newspapers to standardize their retail rate cards.

The recommendation was made, the committee said, "as a result of repeated requests by countless regional and national retailers to make buying newspaper advertising easier."

The committee recommended that:

- The size of the cards—whether one page or many—be standardized into an 8½-by-11-inch format
- The information on the cards be presented in the same numerical sequence as that followed in Standard Rate & Data Service Inc.'s Newspaper Rates and Data; where a category is not applicable to a particular newspaper, the number and name of the category be listed and the fact that it "does not apply" indicated
- The cards be printed so as to allow a three-hole punch on the left side for insertion in a three-ring binder.

The committee also said it would be a good idea to have Standard Advertising Units presented on the cards with sketches showing the size of each unit relative to a page and with the linage equivalent.

Newspapers "retain complete freedom to present their rates and discounts in any manner they desire," the committee said.

The committee's recommendation to the newspaper business, made at the recent INAME Sales Conference in Washington, D.C., is patterned after a program implemented by the California Newspaper Advertising Executives Association [**presstime**, Sept. 1981, p. 26].

"We would like to see every INAME-member newspaper utilizing this format as soon as possible, hopefully the next time you update your rate cards," said Program Chairman Leo L. Kubiet of the St. Petersburg (Fla.) Times and Evening Independent.

Noting that the matter of standardized rate cards was raised at the 1918 meeting of the predecessor International Advertising Association, the INAME committee reported 64 years later: ". . . it's now out of committee." ☐

1982 advertising projections: Newspapers can take their pick

By Elise Burroughs
presstime staff writer

Current predictions of how newspaper advertising will fare the rest of this year appear to reflect the uncertainty of the overall economic picture. About the only thing the experts agree on is that it will be tied closely to the overall economy [**presstime,** Jan. 1982, p. 46].

The Newspaper Advertising Bureau projects a 12-percent increase in ad expenditures to $19.4 billion. NAB expects overall linage increases of about 2 percent and rate hikes of about 10 percent.

Similarly, Robert Coen of the advertising agency McCann-Erickson Inc. has predicted an 11-12 percent increase in newspaper ad expenditures this year.

But some media analysts see those estimates as unrealistically rosy.

After talking with participants at the recent International Newspaper Advertising and Marketing Executives semi-annual sales conference, media analyst Bruce Thorp said he sees the newspaper advertising picture as "somewhat pessimistic."

"The people we talked to were not particularly hopeful about 1982, not even the second half," Thorp said.

His firm—the Morton Research arm of the investment firm Lynch, Jones and Ryan—has projected that ad linage will rise no more than 1 percent and may fall 1 percent, with classified and retail experiencing the most serious problems.

The firm expects that with rate hikes, advertising revenues will increase about 10 percent, but many newspapers will have to struggle just to achieve that, Thorp said. Unlike estimates of advertising expenditures, projections for advertising revenue do not include all productions costs and fees associated with preparing ads.

In Media Information Newsletter, another investment firm—Smith Barney, Harris Upham—forecasts newspaper ad revenue increases of 9 percent, including a 10-percent increase for retail advertising, 12 percent for national and 5 percent for classified.

A more downbeat projection came from R. Joseph Fuchs, analyst for Kidder Peabody and Co. Prior to the INAME meeting, he predicted that newspaper ad revenue growth would be about 7.5 percent.

Advertising bureau officials declined to comment on the disparity of estimates. They noted, however, that preliminary estimates of advertising expenditures in newspapers for 1981 showed an overall increase of 12.1 percent. That was just slightly lower than the bureau's prediction a year ago of a 12.2-percent increase in 1981.

According to 1981 figures released at the INAME meeting, national advertising expenditures increased to $2.8 billion, a 19-percent increase over 1980; retail advertising totaled $9.6 billion, up 11.7 percent; and classified, $5.1 billion, up 9.5 percent.

NAB Executive Vice President and General Manager Leo Bogart noted that newspaper advertising increases topped the 10.8-percent increase in all-media advertising investment for 1981.

He attributed the spectacular growth of national advertising to industry-wide efforts, including NEWSPLAN discounts, and to the comparative weakening of television's cost-effectiveness.

Mac Morris, NAB vice president for national advertising, said the bureau is increasing its national advertising efforts with twice-monthly seminars for novice advertising executives. The bureau also plans to hold a "Newspaper Marketing Day" in New York in May. ☐

Newspapers increase their market share of a record 102 billion coupons in 1981

Newspapers were the only distribution vehicle to increase their share of manufacturers' cents-off coupons in 1981.

According to the Nielsen Clearing House, newspapers carried 78.5 percent of the 102.4 billion coupons distributed last year, up from 75.6 percent in 1980. The total number of coupons distributed represented a 13-percent increase over the previous year.

Newspaper ROP ads in which two or more coupons appeared accounted for 17.7 percent of all coupons distributed, up from 17.1 percent a year earlier.

Sunday free-standing inserts accounted for 26.2 percent, up from 18.4 percent.

The largest newspaper category—ROP "solo" coupons—accounted for a smaller share of the market last year, 27.3 percent compared to 31.1 percent in 1980. It was the third straight year of decline.

Sunday paper couponing (ROP, Sunday magazine, Sunday supplement or Sunday comic section) also declined—to 7.3 percent from 9 percent in 1980.

Among other media, direct-mail distribution of coupons decreased in 1981 to 3.3 percent of the total from 3.4 percent in 1980; magazines declined to 11.8 percent from 13.3 percent; and coupons carried in and on packages fell to 6.4 percent from 7.7 percent in 1980. ☐

NAB offers advertising sales seminars

"The Selling Way," an in-depth Newspaper Advertising Bureau seminar that includes videotaping sales presentations for critical evaluation, will be offered at 18 locations during the rest of 1982.

The cost of the two-and-a-half-day seminar is $395 for the first person from a newspaper, $325 for the second person and $295 for each additional person.

Sessions are scheduled for March 10-12 in Memphis, Tenn.; March 16-18, Springfield, Ill.; March 23-25, Chicago; April 5-7, Lincoln, Neb.; April 13-15, Dallas; May 12-14, Boston; May 18-20, San Francisco; May 25-27, Portland, Ore.; June 2-4, Toronto; June 9-11, Calgary, Alberta; June 14-16, Vancouver, British Columbia.

Also, Sept. 8-10, Minneapolis; Sept. 13-15, Kansas City, Mo.; Oct. 5-7, Salt Lake City; Oct. 12-14, San Antonio, Texas; Nov. 10-12, Tampa, Fla.; Nov. 15-17, Atlanta; and Dec. 2-3, New York City.

For more information contact NAB, 485 Lexington Ave., New York, N.Y. 10022. ☐

Chris Davies

Broad experience benefits Toronto Star's chief negotiator

By Clark Newsom
presstime staff writer

C.J.H. (Chris) Davies took a circuitous road from reporter on a small weekly outside Montreal to director of industrial relations for Toronto Star Newspapers Ltd. But that was nothing compared to the route across three continents by which he reached Toronto in the first place.

He was born in Khartoum, Sudan, in 1933, the son of an English foreign service worker assigned there. The father retired a year later and moved the family to Cairo, Egypt. In 1940, World War II caused them to evacuate to Capetown, South Africa. And in 1942, the family left Africa and returned to war-torn England.

Davies attended the exclusive Westminster School in London, where many sons of England's upper crust and Members of Parliament were educated. Following graduation, he spent two years in the Royal Air Force as a pilot-officer and then "a couple of years" at Trinity College, Cambridge, "before I ran out of money."

So, he "fled to Canada" in the summer of 1956 for what started out to be a brief visitation. Staying with relatives in Montreal, Davies caddied at a local golf course, cut cheese at a factory and worked as a microphone "boom swinger" in the making of a Canadian film. "I was having so much fun I never got around to going back to England."

With such a checkered background, Davies probably could not imagine that the next time he changed jobs, he would be launching his life's career. But that's what happened when the opportunity arose for him to write for The Lakeshore News of Pointe-Claire, Quebec, a weekly tabloid. Because there were only five people on the staff, he says, the reporting job also entailed "just about everything else" in the business. "I was there about four years and learned what Canada is all about," he says.

In 1960, The Montreal Standard Publishing Co. was looking for someone to train in personnel and labor relations and offered him a job. "It was a wonderful company to work for," he says. "They let me take courses at McGill University and attend any seminars that would be helpful in learning the job."

In 1968, he accepted an offer to become assistant director of manufacturing at the Philadelphia Inquirer and Daily News. "I stole him," says Bruce Mair, who was then director of manufacturing at the papers and now is director of industrial relations for Triangle Publications Inc. in Radnor, Pa. "I met him at a newspaper association meeting and saw he was a bright young man, a goer and a real winner," Mair recalls.

The job in Philadelphia "gave me a tremendous insight into production and circulation problems, as well as labor relations," Davies says. But the job "regrettably came to an end in 1969 when Mr. (Walter) Annenberg decided to sell the dailies to Knight Newspapers."

"I wanted him to stay with me," says Mair, who became president of the old Newark (N.J.) News. "He was very, very effective." But Davies returned to Canada, accepting his present position with Toronto Star Newspapers, publisher of The Toronto Star, Canada's largest-circulation daily.

C. J. H. (Chris) Davies

"Day-to-day contract administration is the most demanding part of the job," he says. "About 125 grievances are filed yearly by our unions, and about 10 percent of them end up in formal arbitration proceedings." Davies also plays an advisory role with the company's subsidiaries involved in commercial printing, and he conducts seminars for supervisors on contract interpretation and grievance-handling. In addition, he and his assistant field about 50 to 60 union-contract inquiries a day from other managers at the company.

During his 12 years in Toronto, Davies has negotiated 35 labor agreements without a strike—once averaging two hours' sleep a night over a 19-day stretch of bargaining. Currently, he is negotiating six new agreements with production unions. And this summer he'll be sitting down to bargain with editorial and business-side employees as the contract with the Southern Ontario Newspaper Guild expires.

It is a measure of Davies' professionalism that even his colleagues from across the bargaining table respect him. "Davies is extremely good at his job," says John T. Bryant, the Guild's executive officer. "He knows what he wants in bargaining, and you get to know when he means it." Bryant says Davies isn't "a table pounder" or the type "who shouts and waves his arms around."

Robert Pryor, a mediator with the Ontario Ministry of Labor and former president of the Newspaper Printing Pressmen's Union in Toronto, says Davies is "always willing to try new approaches to collective bargaining." A sense of humor is one of Davies' attributes, Pryor says. "I recall one time we were in negotiations and a member of our team was always saying, in reference to a wage increase, 'We're not here to get half a loaf of bread. We want the whole loaf.' There was a break for dinner, and Chris returned with a loaf of French bread and passed it across the table. That broke everybody up."

Davies is a past president of the Newspaper Personnel Relations Association and past chairman of the Canadian Daily Newspaper Publishers Association's Employee Relations Committee.

His primary relaxation during the summer is cruising the Georgian Bay of Lake Huron on a 30-year-old, 42-foot, mahogany cruiser he bought in 1972. He also has a sailing dinghy.

Once well-known as a connoisseur of gourmet foods, Davies says that is no longer true. "Last year I became a diabetic. It changes one's lifestyle very dramatically." He is on a strict diet, exercises for 30 to 45 minutes each morning and has lost 40 pounds in the past 10 months.

He and his wife Hélène have two children, a 15-year-old daughter and a 20-year-old son. ☐

More powerful than business executives.

Able to tilt to the left at the drop of a cause.

Meet the media elite.

By Charles B. Seib

Charles B. Seib

One thing likely to make a journalist uneasy is to be told that he or she wields power. Even more unsettling is the assertion that journalists as a group have an ideological tilt. They like to think of themselves as neutral observers and reporters, comfortably astride the fulcrum of the left-right teeter-totter.

A pair of academics have struck at both these sensitivities. They assert flatly that there is a media elite, a "new leadership group that has arrived as a major force in American society." And they have amassed convincing evidence that this power center is made up mainly of individuals with liberal leanings.

The professors, S. Robert Lichter of George Washington University and Stanley Rothman of Smith College, arrived at their conclusions about the press in the course of a larger study they are making of elite groups in American society. They interviewed 240 print and broadcast journalists employed by what they call "the most influential media outlets," including The New York Times, The Washington Post, The Wall Street Journal, the news magazines and the networks. Not a true sampling of the nation's press, to be sure, but a pretty good cross-section of the journalistic agenda-setters, the primary gatekeepers for news of national and international affairs.

Here are highlights of their findings:

- The members of the media elite are mainly white, male and in the 30-35 age bracket. Only one in 20 is non-white, one in five female.
- Ninety-three percent have college degrees; most attended graduate school. Four years ago, 78 percent were earning at least $30,000 a year, and one in three earned more than $50,000.
- Two-fifths come from three states—New York, New Jersey and Pennsylvania. Only three percent come from the West Coast.
- Most have upper-middle-class backgrounds.
- Eighty-six percent seldom or never attend religious services.
- Fifty-four percent place themselves left-of-center ideologically while only 19 percent see themselves as right of center. Of those who voted for major presidential candidates, 94 percent voted for Lyndon Johnson in 1964, 87 percent for Hubert Humphrey in 1968, 81 percent for George McGovern in 1972 and 81 percent for Jimmy Carter in 1976. (The interviews were conducted before the 1980 election.)

Lichter and Rothman also found that while a substantial majority of the media elite favor the capitalistic system, there is also a heavy commitment to the welfare state.

"Sixty-eight percent, about the same proportion that praise the fairness of private enterprise, also agree that the government should substantially reduce the income gap between the rich and the poor," they report. "They are almost evenly divided over the issue of guaranteed employment. . . ."

In one of their few asides, they comment that "we should not expect the media elite to lead the cheering section for Reagan's economic policies."

Some of their findings on social issues:

- About half agreed with a statement that "the very structure of our society causes people to feel alienated." Twenty-eight percent saw a need for a complete restructuring of basic American institutions. The same proportion declared all political systems to be repressive.
- Fewer than one in five agreed that "our environmental problems are not as serious as people have been led to believe."
- Fifty-six percent agreed that American economic exploitation has contributed to Third World poverty. Half agreed that the main goal of U.S. foreign policy has been to protect American business.
- By large majorities, they are pro-choice on abortion and reject the notion that homosexuality is wrong.
- Four out of five endorse strong measures to ensure black representation in the work place (despite the paucity of blacks in

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Seib, former ombudsman for The Washington Post and former managing editor of The Washington Star, is a frequent contributor to **presstime**.

their own work places).

On a more philosophical plane, the researchers tested the journalists on goals for America. Those interviewed were asked to select the most important, the second most important and the least important of these choices developed by Ronald Inglehart, a social scientist:

1. Maintaining a high rate of economic growth.
2. Making sure the country has strong defense forces.
3. Giving people more say in how things get decided at work and in their communities.
4. Trying to make our cities and countryside more beautiful.
5. Maintaining a stable economy.
6. Progressing toward a less impersonal, more humane society.
7. Fighting against crime.
8. Progressing toward a society where ideas are more important than money.

Inglehart classified numbers 1, 2, 5 and 7 as "instrumental" or "acquisitive" goals and numbers 3, 4, 6 and 8 as "expressive" or "post-bourgeois" goals.

In order to have something to measure the journalists' responses against, Lichter and Rothman used responses from another leadership group they are studying—216 members of upper- and middle-management in seven Fortune 500 companies.

They found that the media people leaned toward "post-bourgeois" goals, while the businessmen leaned in the other direction.

For example, only one in eight business leaders picked a "post-bourgeois" goal as the most important. But one in three journalists selected the top goal from that group.

Majorities of both elites selected a stable economy as the most important national goal, although the media majority was smaller. But almost half the media people picked a "post-bourgeois" goal as their second choice, as opposed to 30 percent of the business elite.

On the other hand, twice the number of business elite members picked the defense goal as most important or second most important compared to the number of media people who made that choice. The journalists were almost twice as likely to choose "instrumental" or "acquisitive" goals as the least important—39 percent versus 21 percent of the business leaders.

Incidentally, I tried the Inglehart list out on a group of journalists-to-be, 16 graduate students and five undergraduates at the S.I. Newhouse School of Public Communications at Syracuse University. They showed no marked deviation from the media elite.

Just under half of the graduate students selected a stable economy as the number one goal, but in their second-level choices and their identification of the least important goal, they were even more favorable to "post-bourgeois" values than were the working journalists. There were some variations from the media elite pattern in both directions: The students indicated substantially more support than the professionals for economic growth as a goal, but they rejected the defense goal much more emphatically.

Lichter and Rothman also looked into the media and business elites' perceptions of who leads our society and who should lead it.

Both groups were asked to rate seven segments of society—blacks, business, consumers, feminists, intellectuals, media and unions.

The media people said that business is now most influential, with media a fairly close second, followed by unions and the rest. But when asked which groups should be leading, the media people put themselves at the top of the list (despite their uneasiness with the idea of their own power) and put business below consumers, intellectuals and blacks. The business people saw the media as the most powerful present influence by far, but would like to see themselves at the top, with the media down in fifth position (just where the media would put business).

So there you have a fairly complete summary of the Lichter-Rothman findings, as they reported them in Public Opinion magazine. What does it all mean?

I don't think that many press people or press watchers will be surprised to learn that journalists—at least East Coast establishment journalists—have a liberal tilt. But the degree of the tilt and its consistency might be surprising. Certainly there is ammunition here for the press watchers on the right who have been charging liberal bias for years. Human Events, the conservative journal, was quick to republish the Public Opinion article. But The Washington Post, hardly an advocate of conservative causes, also published an abbreviated version.

Beyond whatever partisan uses might be made of these findings, they should have a cautionary value to journalists themselves. Good journalists know that they are not political or social eunuchs, that they have beliefs and biases and prejudices and that they must be aware of them constantly and adjust for them as they go about their jobs.

Beyond that, however, logic says that the pronounced group tilt documented in this study means that when individual journalists fail to adjust for their personal feelings—as is bound to happen—those failures do not cancel each other out but, in the aggregate, inevitably favor the liberal side.

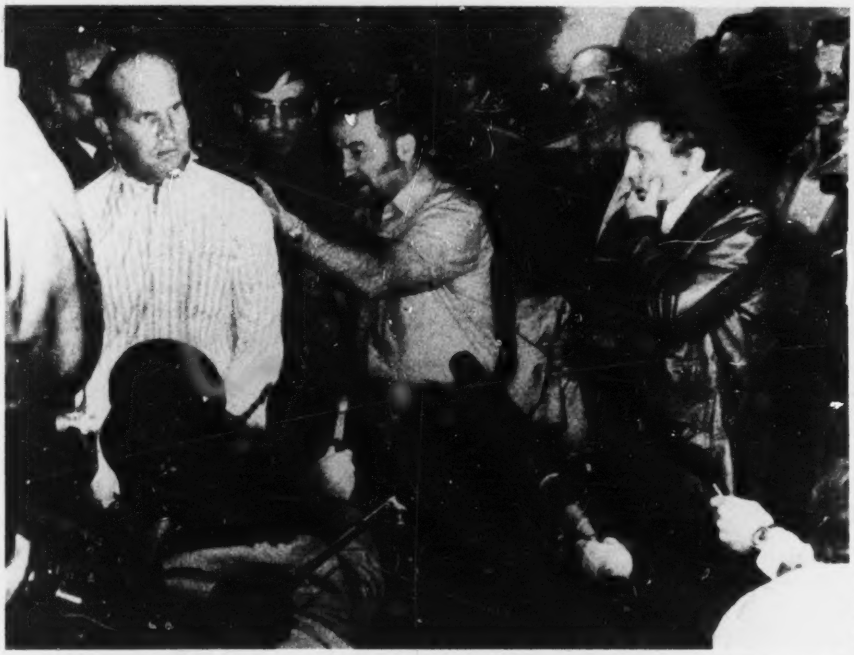
Logic says that the pronounced group tilt documented in this study means that when individual journalists fail to adjust for their personal feelings, those failures do not cancel each other out but, in the aggregate, inevitably favor the liberal side.

And what do the findings mean to the media's customers—the readers and viewers and listeners? It is too early to say. The researchers concluded their report with this comment: "The crucial task that remains is to discover what relationship, if any, exists between how these individuals view the world and how they present that world to the public."

That is indeed the crucial task. Lichter and Rothman are now engaged in such a study. It will be a long and difficult one, but well worth the effort. ☐

Press battles questions over domestic terrorism

By Elise Burroughs
presstime staff writer



The Indianapolis Star

The media were out in full force, and a radio station became involved in negotiations, when Indianapolis executive Richard O. Hall (left) was held hostage—a shotgun wired to his neck—by Anthony George Kiritsis (center) in 1977.

When he was U.S. ambassador to the United Nations, Andrew Young touched off a storm of protest by suggesting that something had to be done about the way news media cover incidents of terrorism.

"The First Amendment has got to be clarified by the Supreme Court in the light of the power of the mass media," said Young, currently mayor of Atlanta.

His comments came after some news people went to the brink of propriety, and perhaps beyond, to cover the Hanafi Muslim siege in Washington, D.C., five years ago.

Interest in the press' performance flared following that and other terrorist acts, but as the number of incidents gradually dropped, so too did interest in how the press should cope. Now, however, domestic terrorism again appears to be on the rise. Many believe the press should be preparing now to deal with it.

Following the Hanafi incident, few people agreed with Andrew Young that the situation dictated a new interpretation of the First Amendment. But many, including some journalists, urged the media to study the ramifications of terrorism and to write some guidelines for covering future incidents of kidnappings, bomb threats, hijackings, hostage-taking and other "use of force or threats to demoralize, intimidate and subjugate"—the dictionary definition of terrorism.

Despite the urging, response from the media has been spotty. While all three commercial networks and several broadcast stations now have guidelines, only about a half-dozen newspapers and one wire service, United Press International, do.

Virtually every written guideline dealing with terrorism begins by stressing the right and responsibility of the press to cover and report the news.

"Normal tests of news judgment will determine what to publish despite the dangers of contagion, since the adverse effects of suppression are greater," state the guidelines of the Chicago Sun-Times (see full text, next page).

Sun-Times publisher James F. Hoge says, "most of the guidelines I've seen from large, reputable organizations, I applaud. I think they're very good."

Proponents say that voluntary guidelines not only can help a news organization deal with terrorism, but also might head off government attempts to impose regulations in this area.

Testimony submitted by ANPA to a 1978 congressional hearing on terrorism strongly opposed any attempts at government regulation. The Association noted that setting up official guidelines "would be attempting to treat all such incidents alike when, in reality, they occur in different places, in different settings, for different reasons, by different people and create widely varying degrees of danger."

Instead of regulations, ANPA suggested disciplined research and study into the conflicts between the press and law enforcement during terrorist incidents. "ANPA and other press organizations will continue to encourage education and understanding in this area," Jerry W. Friedheim, ANPA executive vice president and general manager, told the hearing.

In lieu of guidelines. Indeed, just because a news organization lacks a written policy on how to deal with terrorism doesn't necessarily mean its senior executives have ignored the threat altogether. Many have thought long and hard about the issue and feel mentally prepared to make quick decisions when terrorists incidents occur.

Such a person is Jean Alice Small, editor and publisher of The Daily Journal (evening, circulation 32,915) in Kankakee, Ill. She is a veteran of numerous seminars and conferences on the media and terrorism, most of which were held in the late 70s, following the Hanafi incident.

Small says the discussions in which she participated have left her in readiness. "If we had a situation here, we would not panic. We would go right into a plan."

Other executives say they rely on their experience and everyday common sense to guide them if a situation arises.

"We just don't like to tie ourselves in knots," says Lawrence S. Connor, managing editor of The Indianapolis Star (morning, 223,289).

"Sometimes, a situation will call for something not on that piece of paper," observes Wick Temple, managing editor of the Associated Press.

Another reason for a reluctance to prepare more fully for terrorism is simply logistical.

K. Prescott Low, publisher of The Patriot Ledger (evening, 85,879) in Quincy, Mass., puts it this way: "Small newspapers don't plan very well at all, and they have enough trouble dealing with planning for things like personnel policies and budgets. To get beyond that to . . . things like hostages, if one should ever occur, is something most folks just don't have the time for, unless they are really a bug on the subject."

A resurgence of terrorism. But whether a given news organization does or doesn't have something in writing about how to cover terrorism, one thing is certain: Terrorism is not about to fade from the scene. Nor is the problem of how to deal with it about to disappear.

"In the future, as in the past, the media's role in covering these events will have a significant impact. How these stories are played, what details of terrorist methods are highlighted, what aspects of law enforcement's response are reported, will be important," Anthony C.E. Quainton, then director of the U.S. Office for Combatting Terrorism and recently named ambassador to Nicaragua, told a gathering of the Inter American Press Association in 1980.

In addition to recent kidnappings, murders and attempted murders of U.S. government personnel abroad, terrorism at home is growing. In January, a Turkish diplomat was assassinated on a street in Los Angeles. And last year, according to the FBI, the number of domestic terrorism incidents jumped from 29 in 1980 to 42—a 45-percent increase.

1981 marked the end of a three-year period in which the number of domestic terrorism incidents had declined: from 111 in 1977, to 69 in 1978, to 52 in 1979, to 29 in 1980.

Among the incidents in 1977 was the Hanafi Muslim seizure of three buildings and dozens of hostages in the Nation's Capital. A young radio reporter was killed while covering that story, and the actions of some members of the press were criticized by Andrew Young and others.

For example:

- One Washington newspaper reporter gained access to a hotel that police had cordoned off as a command post by booking a room and registering as a guest. He filed a number of reports before police recognized him. Authorities let him remain with the provision that he not quote sources by name.
- A reporter from the Ft. Worth (Texas) Star-Telegram, looking for a local angle to the drama, called one seized building long-distance, talked to the terrorists and asked if any of the hostages were from Texas. The hostage-takers told him to read the wire services and get off the line in case more important, national media should call.
- A TV reporter noticed a basket being lifted on a rope to the fifth floor of one of the buildings that had been seized. It carried supplies to some people who were barricaded on that floor hiding from the gunmen who had taken over the upper part of the building. The terrorists didn't know those persons were there—until the TV station broadcast its "exclusive story."

The basic questions in the aftermath of

Any newspaper policy of not printing terrorist demands would have to bend under the threat of harm to innocent victims.

Reg Murphy
Baltimore Sunpapers

Chicago Sun-Times standards for coverage of terrorism

Recognizing that circumstances vary in each story, the following standards are meant for general guidance:

1. Normal tests of news judgment will determine what to publish despite the dangers of contagion, since the adverse effects of suppression are greater.
2. Coverage should be thoughtful and restrained and not sensationalized beyond the innate sensation of the story itself. Inflammatory catchwords, phrases and rumors should be avoided.
3. Demands of terrorists and kidnapers should be reported as an essential point of the story but paraphrased when necessary to avoid unbridled propaganda.
4. Reporters should avoid actions that would further jeopardize the lives of hostages or police.
5. Reporters should obey all police instructions but report immediately to their supervisors any such instructions that seem to manage or suppress the news.
6. Supervising editors and reporters should contact authorities to seek guidance—not instructions—on the use of telephones or other facilities, the reporting of negotiations or police strategies.
7. Editors, reporters and photographers should not become part of the story, should not participate in negotiations and should not ask terrorists about deadlines.
8. The senior supervisory editor should determine what—if any—information should be withheld or deferred after consultation with reporters and appropriate authorities.
9. The constant objective should be to provide a credible report without hampering authorities or endangering life.

the Hanafi siege are: How far should reporters go in gathering the news in a terrorist situation? What activities will conflict with law enforcement efforts? What will endanger innocent lives? Where does enterprising journalism escalate into sensationalism?

"I was told terrorism wouldn't be of any interest to our readers. . . . It wasn't very long before every small town in the country had a yellow ribbon around the tree."

Jean Alice Small
The Daily Journal, Kankakee, Ill.

Charles Fenyvesi, then editor of the National Jewish Monthly and one of the Hanafi hostages, said at a subsequent seminar on media and terrorism that some of the press' actions outraged the captives. After their release, many of them spoke enthusiastically of regulations and news blackouts in tense situations.

"Again and again I hear the view that the press must be curbed, regardless of the First Amendment," Fenyvesi told the seminar.

As a journalist, he defended the right of the press to make its own decisions.

But Fenyvesi did suggest that news people receive special training on how to cope with terrorist crises. "Editors are careful, usually careful, in assigning the right kind of newsmen to cover, say, a White House dinner or new safety measure on automobiles," he said. "They should be at least as careful in assigning a newsman to cover a life-and-death drama of terrorism."

He also urged the media to follow at least one guideline in terrorist situations: "Life over 'scoop.'"

Partly as a result of the Hanafi incident, several newspaper organizations now instruct reporters generally to cooperate and to obey police instructions at the scene and let editors file any protests later.

Also, some—including The New York Times and the Houston Chronicle—have policies of never trying to contact hostage-takers or kidnappers on their own. The papers' executives explain that they don't want their staffs to interfere with communication and negotiation by law enforcement officials. They also worry that the wrong words or questions—such as asking about demands and deadlines—might trigger action by the terrorists.

But the AP's Temple says his reporters in the past have telephoned those involved in a terrorist incident and might do so again. "That's a (judgment) call that would have to be made at the time," he says, adding, "we wouldn't do it if we were warned it would endanger hostages' lives."

Newsroom dilemmas. While some newspapers refuse to initiate contact with terrorists, kidnappers and hijackers themselves sometimes turn to journalists as mediators. That happened twice in a little over one year in Indianapolis.

During the first incident in February 1977, a man who was holding a local business executive hostage—the victim had a shotgun wired to his neck—called a radio station to announce his demands. Radio station personnel were thrust into the negotiations.

The second incident involved The Indianapolis Star. Just after midnight one night in May 1978, rewrite man Art Drake was telephoned by a man who said he was holding three other men hostage. The caller said he would begin shooting hostages if Drake did not come to the apartment complex where the drama was unfolding and take down the caller's story.

After consulting with law enforcement authorities, Drake went to the apartment, spent more than an hour interviewing the armed man and his hostages, and later briefed officials, who succeeded in negotiating a peaceful end to the incident.

Star Managing Editor Connor says his paper would prefer not to have its personnel become involved in such stories, but where lives are at stake, "we have an obligation."

The media also feel an obligation sometimes to withhold facts at the request of authorities because the information would be of benefit to terrorists.

"We (at the Associated Press) operate on a general principle of not helping the perpetrator," Temple says. In a hijacking, for example, "we may know that 150 police are ringing the airport, but we won't report that." But the decision to withhold information is a rare one, and it is made only by top editors in New York, he reports.

Kankakee's Small says that if faced with a kidnapping or hostage situation, her newspaper would follow a policy of working with law enforcement authorities. She adds that protecting the privacy and emotions of the victims and families would be paramount. "I wouldn't do anything for a scoop. That is no time for grandstanding."

Newspapers must wrestle not only with the question of when to withhold information from readers, but also when to publish items they would rather not print—such as demands, exhortations and explanations by terrorists and kidnappers.

UPI's guideline on demands states: "We will report the demands of terrorists and kidnappers as an essential point of the story but not provide an excessive platform for their demands." But when lives are threatened, newspapers sometimes find themselves publishing whatever the terrorists demand.

The New York Times, The Washington Post, the Los Angeles Times, the Chicago Tribune, The Atlanta Constitution and the Cleveland Press are among the papers that have published the full texts of terrorist demands.

Perhaps the most extreme case of this occurred during the Patricia Hearst kidnapping, when the San Francisco newspapers were told to print page after page of Symbionese Liberation Army material or be responsible for Hearst's death. The papers complied.

Reg Murphy, former publisher of the Hearst Corp.-owned San Francisco Examiner, says that after the Patricia Hearst incident, the newspaper resolved not to print verbatim texts of terrorist demands again.

Newspaper-Cable TV Services:

Current Activities in Channel Leasing and Other Local Service Ventures

By Kathleen Criner
ANPA director/telecommunications affairs

and

Raymond B. Gallagher
ANPA telecommunications development specialist

During the last six months, the ANPA Department of Telecommunications Affairs has been researching newspaper-cable TV ventures. All currently operating or planned services have been surveyed. This is a status report on that research. This report will be expanded and updated later this year.

This report reviews local newspaper-cable service ventures, primarily simple, character-generated text and video services. Excluded are national cable program services provided by newspapers and newspaper cable-ownership information (except where specific local publishing resources are adapted for cable).

For the purpose of this report, daily newspapers publishing separate morning and evening editions, and weeklies using the combined resources of more than one of their local newspapers for a single, local, cable service, are counted as a single newspaper venture.

The charts on pages A-5 to A-8 summarize information on the services, including size and ownership of newspapers and cable systems, mix of services delivered, and type of business venture.

Status

In the last year, the number of newspapers providing simple character-generated text and video services over local cable-television systems more than doubled.

By the end of 1981, 69 U.S. newspapers had arrangements to provide such services over local cable systems potentially reaching more than a million subscribers.

Fifty-four of these newspapers have agreements for the use of one or more channels on a full-time basis on systems reaching more than 650,000 cable subscribers. Most of these are revenue-generating services delivered over leased cable TV channels.

At least 15 other newspapers have arrangements with local cable operators to provide public-access or local-origination programming, generally on a part-time, non-commercial basis.

A few also are acting as local advertising agents for cable operators.

Many other newspapers are exploring opportunities for similar ventures. A mid-1981 survey of daily newspapers in a six-state area by the International Newspaper Advertising and Marketing Executives found that the majority of respondents were considering or negotiating for cable channels. The number of newspapers providing various local services can be expected to increase significantly in 1982.

Advantages of cable TV. Cable TV has a number of attractions for newspapers interested in providing electronic publishing services. The cost of entry, especially with character-generator technology, is relatively low. Video services quickly increase the level of investment but open up a different and potentially lucrative product market.

While many projects were initiated as experiments, there is a trend toward treating these services as true commercial ventures. When approached this way, it appears likely that they indeed can operate on a profit-making basis. The ventures also can increase a newspaper's visibility within a community as a purveyor of information in all formats. Among cable's other advantages over competing distribution systems is its built-in subscriber base, and the fact that users need no special equipment to receive these services. Moreover, users are not inhibited by high communications costs usually incurred if such services were delivered over the telephone network.

Cable also lends itself to a convenient pricing policy. While most services are now provided free or are advertiser-supported, experiments are underway which place more valuable or expensive-to-produce information on a tiered basis. Thus, a higher monthly subscriber fee may be charged. This, again, is an advantage over telephone-based systems where it is difficult to charge a flat monthly fee. (Early studies of cable-TV services indicated U.S. consumers strongly prefer flat-fee pricing to a policy based on usage.)

Market considerations. In spite of the opportunities of these services, there are a number of problems and issues arising that should be noted. During the last year, cable operators have become more reluctant to sign agreements. Concerns have been expressed by cable operators over whether leasing channels may lead to common carrier regulation. Of equal concern is a sense of uncertainty about their role in providing information and other enhanced services such as home security alarms.

Cable television traditionally has focused on the packaging and delivery of entertainment services, and many within the industry do not wish to enter the data/information business. Others have specific intentions to do so, or wish to preserve the option of providing such services themselves.

There are signs that information services over cable will become a more competitive market in the not-too-distant future. Several companies such as The Source, Dow Jones and CompuServe have negotiated arrangements to provide information services over a number of major cable systems. Increasingly, cable operators, in an attempt to gain a competitive edge, are including various information services in their bids to gain or renew cable franchises.

This, of course, may represent an opportunity for newspapers to provide these services in partnership with cable operators.

Questions undoubtedly will be raised by cable operators about how many and which information services a cable system should carry, and how such services will fit within its overall "product mix."

Advanced teletext and videotex systems also could affect future newspaper-cable arrangements. Such services offer a number of advantages over character-generator technology for the provision of text services, including more sophisticated color and graphics capabilities. Most importantly, users can select what they wish to view and when.

Time Inc. is preparing to launch late this year a national teletext service over several cable systems. Numerous cable operators are examining options for providing similar teletext services. Time, reportedly, may use local newspapers to provide individual market news and perhaps act as market representatives.

Cable operators may feel teletext services are more likely to attract new subscribers than simple scroll services; hence, they may wish to "hold" a channel until they or another party can offer that type of service.

Summary. The combination of the development of new information services for the cable market and the implementation of teletext and videotex services by cable operators or non-newspaper companies could increase the competition for viewership of news/informational services and could increase the difficulty in obtaining local cable channels.

Nonetheless, it is unlikely that cable operators or other firms can match the editorial, advertising and/or marketing resources and expertise of local newspapers. Therefore, some newspaper role as information provider, marketer or system provider undoubtedly will be available.

Timing is a critical point noted by many observers and participants. They suggest that a newspaper that gets involved now will have more opportunity for participation in other roles as new technologies and channels become available in the future.

Considering both near-term and long-term opportunities, newspapers, as they evaluate these ventures, should:

- Examine all potential roles in information services—programmer, marketer, information/system provider

- Explore potential alternative distribution systems
- Remain competitive in their choices of technology
- Consider developing partnerships and joint ventures with other companies seeking to provide information services or with companies which have complementary resources so that newspapers will remain major community information sources regardless of the distribution method.

Characteristics

Number of newspapers and business arrangements. Of the 54 newspapers with agreements for the full-time use of one or more channels, a few have some ownership interest in the cable system, but separate contractual arrangements exist between the two entities. Twenty-five of the 54 began operating services in 1981, bringing the total operating ventures to 41 by the end of the year. Thirteen other newspapers plan early 1982 start-ups.

Thirty-nine of the 54 newspapers with full-channel ventures are leased-channel agreements. The others are joint ventures, memoranda/letters of agreement, experiments or other channel-use agreements. Compensation arrangements vary widely, from free use of channels for specified periods (sometimes fulfilling cable operators' franchise requirements for local news and information services), to providing cable system advertising space in the newspaper, to monthly per-subscriber fees and/or percentages of channel revenue.

The majority of the 15 newspapers using channels on an other than full-time or full-channel basis are experiments or unofficial agreements for access and local origination programming. A few of these agreements, however, do involve revenue or tradeout compensation.

Number of channels used by newspapers. By far, the majority of newspapers use one cable channel. Of the others, eight utilize two channels, three have three channels, and one uses four channels, all on a full-time basis.

Frequency of publication. Thirty four or nearly 60 percent of the newspapers with full-time use of channels, are dailies, as are nine of the 15 newspapers with less than full-channel use. The majority of dailies in the study are evening-only publications. Eight publish all-day or morning and evening editions. Of the 20 weeklies with full use of channels, seven publish two or three times weekly.

Circulation of newspapers. Each of the weeklies involved has less than 50,000 circulation; about two-thirds of them are less than 10,000 circulation. About two-thirds of the dailies are less than 50,000 circulation, the majority less than 20,000 circulation.

Ownership of newspapers. Ownership of newspapers involved is split roughly between independents and groups. Before 1981, independent newspapers comprised the bulk, but groups now are expressing an equal interest.

Cable system size. A few newspapers utilize channels on more than one local cable system; 75 systems with more than a million subscribers are involved. More than 650,000 subscribers are reached on the 56 systems with full-time newspaper channels. Forty-eight of these systems have less than 20,000 subscribers, most have less than 10,000. Of the 19 cable systems with newspaper programming on a less-than-full-time basis, all but one have less than 50,000 subscribers; of these, about half have less than 20,000 subscribers.

Cable system ownership. More than three-quarters of the cable systems are group-owned. A few major cable operators have arrangements with newspapers in more than one of their cable markets.

Services

News and advertising are features of newspaper-cable channels and are delivered in character-generated text as well as video formats.

News text. Every newspaper surveyed using one or more cable channels on a full-time basis is delivering some news text, generally using the editorial resources of the newspaper to program locally oriented headlines, news summaries and community announcements. About one-third of these newspapers use Associated Press and United Press International cable newswires, in almost every case in conjunction with locally oriented text. Time, temperature and weather data also are common features.

Of the newspapers with other than full-time or full-channel arrangements, about half deliver some news text on a cable-system channel.

Advertising text. Most newspapers programming channels on a full-time basis include some retail and/or classified advertising text along with news text. Seven newspapers have channels devoted strictly to classified ads.

Of the newspapers with less than full-time ventures, only a few provide advertising text. One newspaper sells cable ad space to advertisers who use the newspaper's classified section; the newspaper does no programming itself but works on a commission basis for the cable system.

Audio and slides. Most newspapers with text programming use easy-listening music for the audio portion of their channels, generally from FM radio stations.

Slides and graphics sometimes are used in conjunction with text, in most cases accompanying retail or classified advertising.

Video. Twenty-one of the 54 newspapers with full-time channels and just over half the newspapers with part-time programming deliver some video. Primarily local material is presented, including newscasts, public affairs shows, and local sports and features. A few newspapers utilize outside programming sources such as the Cable News Network. Most provide video programming in combination with news and advertising text throughout the day.

Video advertising often is offered with video programs. In addition, some newspapers are selling and/or producing video advertising for other programming services delivered by satellite and local origination channels on the local cable system.

NEWSPAPER-CABLE TV SERVICES†

(alphabetically by state)

							NEWS TEXT		AD TEXT		VIDEO PROGRAMMING				
Newspaper	Start-up Date	Newspaper Group Owner	Approx. circ.	# cable chs.	# Basic cable subs	Cable Group Owner	Locally Produced	Wire Service	Retail	Class.	Local Prod.	Outside Source	VIDEO ADS	Audio	Business Arrangement/ Comments
^{m}The Arizona Republic/ ^{e}The Phoenix Gazette	est. 4/82	Phoenix Newspapers (Central Newspapers)	^{m}237,193 ^{e}101,213	3	25,000	Storer								Expect to use self-programmed tapes with audio ads.	Lease.
				I						✓					
				II			✓	AP	✓						
				III											Use for third channel not yet decided
The Yuma (Ariz.) Daily Sun	4/80	Western Newspapers	^{e}16,530	4	18,000	Rogers-UA								FM subcarrier: E-Z listen.	Lease.
				I			✓		✓						1 classified channel for merchandise and transportation.
				II						✓					
				III						✓					1 classified channel for real estate and rentals.
				IV								Cable News Network	✓	CNN	
Contra Costa Times (Walnut Creek, Calif.)	10/81	East Bay Newspapers	^{m}108,803	1	19,000	General Electric	✓	AP		✓				FM: E-Z listen	Lease.
Eaton (Colo.) North Weld Herald	12/81	Also owns Windsor (Colo.) Beacon	^{w}2,100	1	900	Cable West	✓							FM: MOR	Memorandum of agreement.
Windsor (Colo.) Beacon	est. 3/82	Also owns Eaton (Colo.) North Weld Herald	^{w}2,511	1	new	Daniels & Assoc.	✓							FM: undecided	Memorandum of agreement.
The News-Times (Danbury, Conn.)	8/79	Ottaway Newspapers (Dow Jones)	^{e}30,471	1	18,000 11,000	Teleprompter Independent	✓	AP	✓					Tapes: E-Z listen	Lease. Planning teletext experiment.
The Breeze (Cape Coral, Fla.)	11/80	Ogden Newspapers	^{e}5,417	1	8,270	American Cablevision Services			✓		1.5 min. newscast 5 times each day on CNN	CNN	✓	CNN	Lease.
*^{m}The Florida Times-Union/ ^{e}Jacksonville Journal	7/79	Independent	^{m}150,658 ^{e}48,286	1	46,500	ATC	✓		✓		Cooking, gardening, pm magazine-type		✓	Tapes: E-Z listen/light jazz; audio ID's	Tradeout agreement. Also pays for CNN channel and sells local advertising availabilities on CNN and satellite channels.
^{m}The Tampa (Fla.) Tribune/ ^{e}The Tampa Times	est. 4/82	Media General	^{m}189,391 ^{e}25,264	1	6,000	Coaxial	✓			✓				Undecided	Lease.
The Blackshear (Ga.) Times	12/81	Independent	^{w}2,990	1	1,000	Independent	✓	AP	✓	✓				FM: E-Z listen	Lease.
The Fitzgerald (Ga.) Herald and Leader	5/81	Independent	^{w}4,840	1	3,500	Liberty		AP	✓		Newscast, features		✓	FM: E-Z listen	User access channel under agreement.
*The Coastal Courier (Hinesville, Ga.)	10/81	Independent	twice/wk. 7,500	1	5,500	Independent	✓		✓					FM: E-Z listen	Owns system.
The Press-Sentinel (Jesup, Ga.)	4/81	Independent	twice/wk. 7,000	1	4,000	Independent		AP	✓		Newscast, religious		✓	FM: E-Z listen	Lease.
*Berwyn-Cicero (Ill.) Life	2/82	LIFE Newspapers	3 x/wk. 30,000	1	4,000	MetroVision (Newhouse)	✓			✓				Tapes: E-Z listen	Lease.
Champaign-Urbana (Ill.) News-Gazette	est. 3/82	Independent	all day 48,448	2	15,000	ATC								FM: E-Z listen	Channel use agreement.
				I			✓		✓						
				II						✓					

m morning
e evening
w weekly

*ownership interest in cable systems

† Does not include newspaper teletext or videotex experiments on cable, or newspapers with cable ownership interest (except ventures where specific newspaper editorial or advertising resources are adapted for cable).

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							NEWS TEXT		AD TEXT		VIDEO PROGRAMMING				
Newspaper	**Start-up Date**	**Newspaper Group Owner**	**Approx. circ.**	**# cable chs.**	**# Basic cable subs**	**Cable Group Owner**	**Locally Produced**	**Wire Service****	**Retail**	**Class.**	**Local Prod.**	**Outside Source**	**VIDEO ADS**	**Audio**	**Business Arrangement/ Comments**
The Metropolis (Ill.) Planet	10/81	Independent	^{m}5,058	1	2,000	Comcast	✓	AP	✓	✓				FM: E-Z listen	Lease.
*The Times (Frankfort, Ind.)	12/80	Nixon Newspapers	^{e}8,080	1	3,600	Independent	✓	UPI	✓					FM: E-Z listen	Lease.
The Bloomfield (Iowa) Democrat	1/81	Independent	twice/wk. 2,900	1	945	Cable Communications of Iowa	✓		✓	✓	Sports, music			FM: E-Z listen	Lease.
The Chariton (Iowa) Leader	9/79	Independent	twice/wk. 4,200	1	1,200	Heritage	✓		✓		Special features			NOAA Weather	Undisclosed.
Cedar Valley Times (Vinton, Iowa)	12/80	Mid-America Publishing	^{e}3,650	1	300	Independent	✓		✓		Sports		✓	NOAA Weather	Advertising tradeout agreement.
Marshalltown (Iowa) Times-Republican	1/79	Independent	^{e}15,936	1	4,500	Heritage	✓		✓	✓				FM: rock	Lease.
Globe-Gazette (Mason City, Iowa)	5/80	Lee Enterprises	^{e}22,356	2	6,000	Heritage									
				I						✓	Cooking, interview, debate, local sports				Lease.
				II			✓		✓					AM: C&W	
Ottumwa (Iowa) Courier	3/78	Lee Enterprises	^{e}18,000	1	9,500	Independent	✓		✓	✓	City council school board, arts council, debates, local sports		✓	FM: E-Z listen	Lease.
The Daily News of Johnson County (Olathe, Kan.)	11/81	Harris Enterprises	^{m}10,345	1	6,000	Landmark	✓	AP	✓		Newscast			FM subcarrier: E-Z listen	Lease.
^{m}The Lexington (Ky.) Herald/ ^{e}The Lexington Leader	est. 3/82	Knight-Ridder Newspapers	^{m}70,285 ^{e}33,715	3	25,000	Telecable (Landmark)									
				I			✓	AP	✓				✓	Satellite: E-Z listen	Joint Venture
				II			Sports only	AP & Reuters sports	✓				✓		
				III			Bulletin Board			✓					
^{m}The Courier Journal/ ^{e}The Louisville (Ky.) Times	est. 3/82	Independent	^{m}186,308 ^{e}149,313	1	46,000 15,000	Times-Mirror Storer	✓			✓				Satellite: E-Z listen	Undisclosed. Antiope teletext test in spring '82.
The Mayfield (Ky.) Messenger	11/79	Mid-South Management	^{e}7,270	1	2,500	ATC	✓	AP	✓					FM: State Univ.	Lease. Plan second channel w/classifieds, slides and video.
The Ledger and Times (Murray, Ky.)	11/79	Murray Newspapers	^{e}7,664	1	5,000	ATC	✓	AP	✓					FM: E-Z listen	Lease.
The Patriot Ledger (Quincy, Mass.)	est. spring/82	Independent	^{e}85,000	2	new	Independent									
				I						✓				Undecided.	Lease.
				II			✓								
The Wareham (Mass.) Courier/ The Sippican Sentinel	est. 4/82	MPG Communications	^{w}1,000 ^{w}2,000	1	4,300	Independent	✓		✓	✓				Undecided	Lease. Option for second channel.
Worcester (Mass.) Telegram and Gazette	7/81	Independent	^{e}40,000	1	19,300	Teleprompter	✓	UPI		✓	Election reporting			Tapes: Contemporary/ MOR	Lease.
Bangor (Maine) Daily News	est. 4/82	Independent	^{m}82,000	2	14,000	Adams-Russell									Joint venture. Will also sell local advertising availabilities on other channels.
				I							1 min. newscast 3 times per day on CNN	CNN	✓	CNN	
				II			✓		✓	✓	News, city council, sports		✓	Undecided	

Newspaper	Start-up Date	Newspaper Group Owner	Approx. circ.	# cable chs.	# Basic cable subs	Cable Group Owner	NEWS TEXT		AD TEXT		VIDEO PROGRAMMING		VIDEO ADS	Audio	Business Arrangement/ Comments
							Locally Produced	Wire Services**	Retail	Class.	Local Prod.	Outside Source			
Radford (Mich.) Observer	3/81	Suburban Communications	twice/wk. 10,250	1	9,000	MetroVision (Newhouse)	✓			✓				FM: E-Z listen	Lease.
Associated Newspapers (Wayne, Mich.) w/Plymouth (Mich.) Community Crier	2/81	Associated Newspapers/ Independent	^{e}42,500 ^{w}20,000	1	4,000	Capital Cities	✓							FM: classical	Lease.
Battle Lake (Minn.) Review	5/80	Independent	^{w}2,770	1	310	Independent	✓		✓	✓	Sports, city council			Tapes: 1940's-1960's music	Uses community access channel.
Daily Standard (Excelsior Springs, Mo.)	1/82	Independent	^{e}2,750	2 I II	1,000	W. W. Communications	✓		✓					Tapes: popular	Lease. Use for second channel not yet decided.
Central City (Neb.) Republican-Nonpareil	9/81	Independent	^{w}2,950	1	550	Independent	✓			Personals				Satellite: E-Z listen	Lease.
Nutley (N.J.) Sun	8/79	Independent	^{w}6,200 pd	1	35,000	Rogers-UA	✓			✓	Newscasts, public affairs, city council, local sports	Modern Cable Network	✓	AM: 1930s & 1940s swing/jazz	Lease.
The Recorder (Amsterdam, N.Y.)	3/79	Independent	^{e}14,424	1	10,000	Independent				✓	City council, newscast, talk	Satellite Program Network	✓	Not applic.	Lease.
The Citizen/The Times (Asheville, N.C.)	2/82	Multimedia	^{m}49,994 ^{e}15,815	1	13,500	Independent	✓		✓	✓				FM: E-Z listen	Lease.
Monroe (N.C.) Enquirer-Journal	1/81	Independent	^{e}12,300	2 I II	2,000	Multimedia (20%)	✓ ✓	AP	✓ ✓	✓				FM: Classical NOAA weather audio	Lease.
The Register (Sandusky, Ohio)	12/81	Sandusky Newspapers	^{e}26,000	1	13,000	Toledo Blade	✓	UPI	✓	✓	Replays tapes			Tapes: E-Z listen	Lease. Option for CNN channel.
*The Blade (Toledo, Ohio)	10/81	Block Newspapers	^{e}187,529	1	67,000	Toledo Blade	✓	AP	✓	✓				Satellite: E-Z listen	Lease.
Troy (Ohio) Daily News	5/80	Independent	^{e}11,021	3 I II III	4,500	Cental	✓ Sports only	UPI UPI sports	✓ ✓	✓	Political, election, talk			FM classical FM general FM C&W	Lease.
The Shawnee (Okla.) News-Star	7/81	Stauffer	^{w}14,528	1	6,500 (4500w/ converters)	Independent	✓	AP	✓					FM: E-Z listen	Lease.
*Denton (Texas) Record-Chronicle	2/81	Independent	^{e}14,953	1	8,000	Cox	✓			✓				FM: E-Z listen	Joint venture. Sells local advertising availabilities on satellite channels; helps write video newscast for cable system.
Suburban News (Farmers Branch, Texas)	3/81	News-Texan Newspapers	^{w}19,525	1	3,500	Warner-Amex	✓		✓					FM: E-Z listen	Experimental venture.
The Sentinel (NE Harris County, Texas)	8/81	Houston Community Newspapers (News America)	^{w}38,000	1	5,500	Independent	✓		✓					FM: E-Z listen	Experimental venture.
The San Antonio (Texas) Express-News	9/81	News America Publishing	^{m}79,973 ^{e}75,578	1	90,000 (85,000 w/converters)	Rogers-UA	✓							FM: E-Z listen	Lease.
Loudoun Times-Mirror (Leesburg, Va.)	10/81	Arundel Newspapers	^{w}15,175	1	1,100	Storer	✓		✓	✓	Newscast, features		✓	FM: E-Z listen	Lease.
The Daily Record (Ellensburg, Wash.)	11/81	J.J. McGiffin	^{e}5,885	1	4,000	King Video Cable	✓		✓	✓				FM: E-Z listen	Lease.

Newspaper	Start-up Date	Newspaper Group Owner	Approx. circ.	# cable chs.	# Basic cable subs	Cable Group Owner	NEWS TEXT Locally Produced	NEWS TEXT Wire Service[m]	AD TEXT Retail	AD TEXT Class.	VIDEO PROGRAMMING Local Prod.	VIDEO PROGRAMMING Outside Source	VIDEO ADS	Audio	Business Arrangement/ Comments
Delavan (Wis.) Enterprise	10/81	Independent	twice/wk. 4,500	1	900	Total TV Inc.	✓		✓					FM: E-Z listen	Lease.
Leader-Telegram (Eau Claire, Wis.)	1/81	Independent	[E]33,777	2 I II	19,500	ATC	✓		✓	✓	Plan 5 min. per hour video newscast			Tapes: E-Z listen w/ID's and audio advertising	Lease.
[M]The Milwaukee (Wis.) Sentinel/ [E]The Milwaukee Journal	est. 4/82	Independent	[M]171,238 [E]318,723	2 I II	26,000	Independent	✓			✓				Tapes: E-Z Listen	Lease. Will sell local advertising availabilities on other channels.

B. Newspapers providing services on a part-time basis.

Newspaper	Start-up Date	Newspaper Group Owner	Approx. circ.	# Basic cable subs	Cable Group Owner	Description of Service	Business Arrangement
Winter Park (Colo.) Manifest	1/82	Independent	[W]3,200	1,500	Heritage	Programs 5 minutes of local news and advertising text each half hour from 9 p.m. - 7 a.m. on local cable channel.	Leases time.
[M]Sun-Sentinel/ [E]News and Sun-Sentinel (Fort Lauderdale, Fla.)	7/80	Tribune Company	[M]60,765 [E]67,520	39,000 30,000 8,000	American Cable Selkirk Selkirk	Produces 30 minute video show "Wrap-Up" once a week (local news and features) on local origination channel.	No contractual agreement.
Times Beacon (Temple Terrace, Fla.)	9/81	Tampa Suburban Newspapers	[W]12,500	7,000	Coastal	Offers newspaper classified advertisers additional cable placement for cable system; does no programming itself.	Commission-basis.
News-Democrat (Belleville, Ill.)	10/81	Capital Cities Communications	[E]40,967	15,000	Continental	Produces four daily video news programs on cable. Some ads.	No contractual agreement.
Press (Evansville, Ind.)	6/81	Scripps-Howard Newspapers	[E]43,801	30,000	General Electric	Programs 5 minutes of news text per half hour from 11 a.m. - 11 p.m. on cable system's UPI channel. No ads.	Letter of agreement.
[M]The Des Moines Register/ [E]Des Moines Tribune (Iowa)	9/81	Cowles Communications	[M]237,969 [E]80,700	26,500	Heritage	Programs 1 minute video newscast during Cable News Network local "cutaway" every hour 6 a.m. - midnight.	Joint venture.
The Catonsville (Md.) Times/ The Arbutus Times	8/70	Whitney Communications	[W]12,000 [W]9,500	42,000	Independent	Sponsors two weekly video shows (aired throughout the week) taped at community college. "Times Report" and "News/View" focus on community issues. Also has presented political candidates and live call-in shows.	Local origination.
The Transcript (North Adams, Mass.)	10/80	Ingersoll Publications	[E]12,482	12,400	Cox	Programs a few pages of local news text on cable system news and advertising channel.	Experiment.
The Hutchinson Leader (Minn.)	2/81	Independent	twice/wk. 6,220	1,000	Independent	Twenty pages of newspaper ad text alternates with cable system's 20 pages of program listings.	Newspaper publishes print program listings in return.
York News-Times (Neb.)	4/81	Stauffer Communications	[E]6,300	2,800	Newhouse	Shares part of cable system text channel (bottom 3/5 of screen) for news and community announcements.	Letter of agreement.
The Courier-News (Bridgewater, N.J.)	3/81	Gannett	[E]58,877	20,000	Cross-Country Cable (TCI/Knight-Ridder)	Produces 2½ minute newscast nightly (repeated several times) from newsroom on local origination channel.	Experiment.
The Record (Hackensack, N.J.)	1/82	Independent	[E]148,143	100,000 20,000 25,000	Rogers-UA Cablevision Vision Cable	Produces 30 minute video newsmagazine weekly on public access channel.	Public access.
Manlius Group Newspapers (Fayetteville, N.Y.)	spring/81	Manlius Group Newspapers	[W]21,000	36,000	NewChannels (Newhouse)	Produces occasional half-hour video public affairs show "Community Comment" on public access channel.	Public access.
The Dallas (Texas) Morning News	3/82	A. H. Belo	[M]286,955	1,000	Warner-Amex	Produces 30 minute weekly educational show for children, "Newstime," which is shown daily on the school district's cable channel.	Educational access.
Waco Tribune-Herald (Texas)	6/81	Cox Enterprises	all day 48,865	30,000	MetroVision (Newhouse)	Programs 5 minutes (20 pages) of news text each half hour on cable system weather channel.	Experiment.

Now publisher of the Baltimore Sunpapers, Murphy acknowledges, however, that any newspaper policy of not printing demands would have to bend under the threat of harm to innocent victims.

It can happen here. Murphy himself was touched by terrorism in 1974 when, as editor of The Atlanta Constitution, he was kidnapped by a man who claimed in a ransom note to be "a colonel of the American Revolutionary Army".

The so-called colonel was seeking to straighten out what he perceived to be a liberal bias in the news media.

After Atlanta Newspapers paid a ransom of $700,000, Murphy was released. The money was later recovered, and the confessed kidnapper imprisoned.

Murphy's kidnapping was an unusual event in American journalism. Nothing like it has happened since, and the issue of how to avoid terrorist threats seems far-fetched to many in the news business. Most newspaper security efforts are aimed mainly at preventing pilferage, theft and unauthorized visitors of the harmless variety.

Executives say conventional types of crime constitute a bigger worry than terrorism [**presstime,** Nov. 1980, p. 44].

But a few publishers say U.S. journalists could someday face the kind of violence that has become rather common in Latin America, Italy, Northern Ireland and Spain.

"What happens elsewhere inevitably, sooner or later, happens here," says Massachusetts publisher Low. "Newspapers are sitting ducks for terrorism activities, as institutions as well as individual members of the establishment."

According to Small, publishers who dismiss the threat are shortsighted in not realizing the ripple effect of far-away happenings.

"In this day and age, I would think it (preparation) couldn't do anything but benefit the paper even if it were no more than an abstract discussion of principles," she says.

A couple of years ago, Small asked a regional press association to organize a presentation on terrorism.

"I was told terrorism wouldn't be of any interest to our readers," she recalls. "It wasn't very long before every small town in the country had a yellow ribbon around the tree." ☐

Defense Dept. gives reporter most of disputed FOI request

A controversial request under the federal Freedom of Information Act has ended with the Department of Defense turning over about 90 percent of the requested reports on reporter contacts with Pentagon officials.

The reports had been requested by Jack H. Taylor Jr. when he was investigative reporter for The Daily Oklahoman of Oklahoma City. Taylor, now working in a similar capacity for The Denver Post, said he wanted "after action" and other reports for a story on the military-press relationship [**presstime,** Feb. 1981, p. 35].

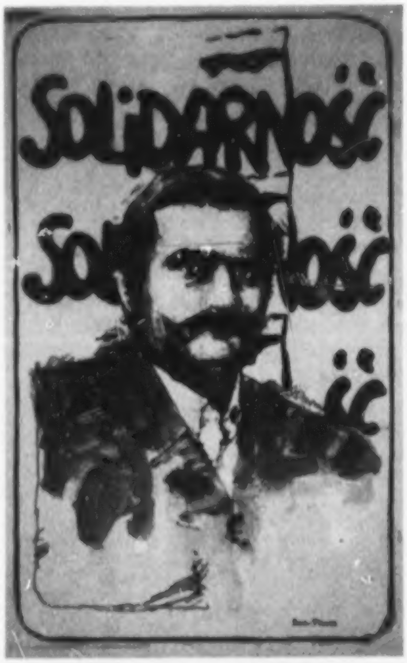
John J. Fialka, former Pentagon reporter for The Washington Star and currently special projects reporter of The Wall Street Journal, had sharply criticized the initial request. He said the materials could reveal the gist of stories that he and other reporters were working on.

Taylor got no records on Fialka's Pentagon contacts, Fialka told **presstime**, but he still thinks Taylor's request "makes the whole FOIA a mockery of itself."

Taylor did not write the piece on military-press relations. Instead, upon moving to Denver, he gave the materials to Investigative Reporters and Editors Inc. for that organization's possible use. IRE Executive Director John Ullmann said in February he had not yet picked through the voluminous files—which included materials other than the Pentagon papers.

But he said he planned to assign a writer for the quarterly IRE Journal "to put together as a postscript how it (Taylor's FOIA request) would have affected the journalists" involved.

After the initial controversy, Defense Secretary Caspar W. Weinberger discontinued the practice of keeping "written reports of interviews with newsmen." ☐



To enable readers to display their concern about events in Poland, the Chicago Sun-Times published this broadsheet-size, full-color poster in a recent edition.

Administration revises guidelines on press interviews

Less than one month after issuing guidelines on press interviews of federal officials [**presstime,** Feb. 1982, p. 23], the Reagan administration has backed off and replaced those rules with less sweeping controls.

The new order, signed by President Reagan Feb. 2, directs all officials who read classified documents intended primarily for the National Security Council to sign a cover sheet. The idea is to be able to identify who might have leaked such a document to the press.

According to legal counsel for the NSC, information may be classified if the person classifying it has the authority to do so; if it contains certain categories of sensitive information, such as military information; and if its disclosure might do "identifiable damage" to national security interests.

Although the directive mentions only NSC-related material, the administration expects the CIA and other agencies to draft new procedures for handling sensitive information. ☐

University of Miami will award first NIE college degree

The nation's first degree in Newspaper in Education will be awarded in May to a student at the School of Education and Allied Professions at the University of Miami, Coral Gables.

The pioneering student is Lori Shapiro of Miami. The degree she will receive is formally known as a "bachelor of science in selected studies-newspaper educator."

In order to qualify for the degree, Shapiro took courses in education, journalism and business, and completed an internship at The Miami Herald working with the newspaper's NIE program.

The four-year-old program, created by Professor of Education Dr. Arnold B. Cheyney, is believed to be the first of its kind in the country.

Shapiro learned of its availability from her sister, also a student at the University of Miami, who heard Cheyney talk about it in one of his other classes.

Cheyney is now looking for additional students for the program. Lack of widespread knowledge about its availability, and the fact that the University of Miami is a private school with relatively high tuition costs and with a non-central geographic location, have made it difficult to attract students, he says.

No other undergraduates are enrolled in the program at this time. There is, however, one graduate student enrolled in the program, seeking a "master of education degree in selected studies-newspaper educator."

In a related development, a new course developed by Cheyney—"Teaching Basic Skills with the Newspaper"—will be offered at the School of Education and Allied Professions beginning this fall. Any undergraduate or graduate student at the university eligible to take courses at or above the junior level may enroll. It also will be an elective in the NIE degree program, Cheyney says.

Cheyney is the author of *Teaching Reading Skills Through the Newspaper*, a book published by the International Reading Association.

Union City, N.J., school board cancels papers in NIE program

Everyone in the newspaper business is familiar with the occasional case of the irate advertiser who pulls out of a newspaper because of some disagreement with its news coverage.

But a school board that pulls out of a Newspaper in Education program for the same reason? "Unprecedented," say ANPA Foundation officials, prime promoters of NIE.

Yet some people in Union City, N.J., think their school board's cancellation of its NIE program was a direct retaliation against the coverage by two local newspapers of a criminal trial involving, among others, one former and one current member of the board.

On Feb. 2, the Union City Board of Education voted to discontinue its two-month-old NIE program "until further research and review is conducted." The board questioned the educational value of the two daily newspapers being used and the program's expense, according to Board Secretary Robert Menendez.

Charges that there was another reason for the board's action quickly surfaced.

The former Union City superintendent of schools, who instituted the program, pointed out that the newspapers used in the program have been giving "extensive" coverage to the racketeering trial of a former board of education president, a current board member, the mayor of Union City and five other people.

"I have to be careful what I say," said Thomas Highton, who was denied tenure as superintendent by the board in November and now is an elementary school principal within the system, "but I think everybody in town thinks that it was politically motivated."

Not so, retorted the teacher who recommended to the board that the program be discontinued.

Gary J. Ramella, the school system's home-school liaison, said Highton directed him to review the program a few weeks after its start-up. His review showed that teachers had had no input into the planning of the program or in the selecting of newspapers to be used.

"One paper doesn't necessarily work for all," Ramella says. The local papers, he says, don't carry stock reports, and their international news is limited. Perhaps, he suggested, honors and gifted students should use The New York Times.

"My recommendation was to suspend the program as it now stands and for the board to appoint a committee of teachers and administrators to analyze all such newspaper programs . . . and to establish goals and objectives and to report back to the board . . . with recommendations as to what programs they felt would be most viable for the various students," Ramella said. He is heading a committee which will make its report at the March 24 board meeting.

Meanwhile, The Dispatch in Union City, one of the papers involved, has taken the question to its readers. In its Feb. 9 edition—one week after the board of education voted to drop the program—the newspaper asked: "Does The Dispatch have educational value for students in the Newspaper in the Classroom program?" Readers were asked to respond.

Publisher Harry B. Haines said his intention was to offer The Dispatch to the school system without charge for four weeks if the poll determined that its readers feel the paper had educational value. However, he added, school officials rejected the offer even before it could be made formally. "They are not allowing any newspapers in the schools, free or paid," Haines said.

The school system had been purchasing 150 papers from The Dispatch and 180 papers from The Jersey Journal in nearby Jersey City on Tuesdays and Thursdays at half price.

Union City's school system had been The Dispatch's only involvement in NIE. The Jersey Journal is involved in NIE programs in several other Hudson County, N.J., systems.

Neither Haines nor August Lockwood, editor of The Jersey Journal, would comment on possible motives for the school board's action.

Virgil L. Smith

Gayle P. Pitts

Leanita McClain

Eight more minority fellowships awarded by ANPA Foundation

Eight minority journalists have been named recipients of ANPA Foundation minority fellowships to attend seminars and conferences the first half of this year.

The fellowship program covers expenses for travel, accommodations and registration at the events [presstime, Sept. 1981, p. 20].

Selected were:

- *ANPA Conference for Newspaper Men and Women* (March 14-17, St. Petersburg, Fla.)—Sandra L. Simmons, employment supervisor, Chicago Sun-Times; and Craig A. Thomas, staff writer and copy editor, Battle Creek (Mich.) Enquirer and News.
- *ANPA/INPA Newspaper Executives Marketing Seminar* (March 7-13, Columbia, Md.)—Virgil L. Smith, city circulation manager, The Sacramento (Calif.) Bee; and Gayle P. Pitts, industrial relations director, United Western Newspapers Inc., Santa Monica, Calif.
- *ANPA/ASNE/APME Leadership in the Newsroom Workshop* (April 19-21, Washington, D.C.)—Ruby Scott, assistant editor for news and features, Chicago Tribune; Bennie Ivory, city editor, Monroe (La.) News-Star—World.
- *Newspaper Personnel Relations Association annual conference* (June 27-30, Seattle, Wash.)—Vietta B. Yates, administrative secretary/insurance coordinator, Chillicothe (Ohio) Gazette.
- *ANPA Management Development Workshop* (held Feb. 22-26, Chicago)—Leanita McClain, perspective editor, Chicago Tribune. In 1972 McClain had received an ANPA Foundation scholarship for minority journalism students.

The fellowship program will be repeated in the second half of the year. Newspaper executives and journalism school administrators are encouraged to nominate candidates, who must be minority journalists or journalism educators. Students are not eligible. Forms will be available in May from ANPA Foundation at The Newspaper Center, Reston, Va. ☐

New publication lists scholarships

The 1982 edition of the "Journalism Career and Scholarship Guide" is available from The Newspaper Fund.

The publication includes an overview of journalism careers, a report on journalism school enrollment, statistics on where recent journalism graduates found jobs, tips on applying for a job, information on college journalism programs and a listing of journalism scholarships.

Bulk-order copies are 50 cents each and single copies are available without charge from The Newspaper Fund, P.O. Box 300, Princeton, N.J. 08540; (609) 452-2820. ☐

Equipment for sale

Forty-four units of Hoe Colormatic RTP's, 3 to 2 and 2 to 1 folders; 22-¾-inch cutoff; GE Ignition Drives. Can be converted to plastic plate or offset. Can be purchased as complete presses or units for spare parts. Contact Lou Franconeri, Baltimore Sun (301) 332-6000.

Newspaper addressing machine. Addresses broadsheet newspapers (or tabloid with minor modifications); 4,000 copies per hour using pressure-sensitive, one-up labels. Used 10 years, still runs great. Full spare parts kit.

Also, NCR billing and posting machine. Name your price. Contact Ben Myers, The Lapeer County Press, Lapeer, Mich. 48446; (313) 664-0811.

Hendrix 6400 System with PDP 11/35 CPU, 4.8 MB memory; OCR II on-line; OCR II off-line; three Hendrix 6200 terminals; three Hendrix Edit III terminals; four Hendrix 6400 terminals; two Facit paper tape punches; two Decitek paper tape readers; KSR 33 teletype; cabling for all terminals and OCR; cabling to drive Compugraphic 8600 typesetters. This equipment is up and running. It will be available on or about March 15. Contact Don Curran, general manager, Transcript-Telegram, 120 Whitings Farm Rd., Holyoke, Mass. 01040; (413) 536-2300, ext. 308.

Compugraphic 7200 Hi Range, serial no. 9692; 10 film strips; spare parts. Good condition; available March 1; $2,995. F.O.B. our plant. Contact Barbara C. Jones, business manager, The Albany Herald, P.O. Box 48, Albany, Ga. 31702; (912) 888-9315; or composing foreman, (912) 888-9329.

Equipment wanted

The World Press Freedom Committee seeks used newspaper equipment for newspapers in developing nations. Equipment contributions to the committee qualify as tax deductions under Section 501(c)(3) of the Internal Revenue Code. For further information, contact George Beebe, vice chairman, projects, World Press Freedom Committee, 1 Herald Plaza, Miami, Fla. 33101, (305) 350-2401.

(Editor's note: Exchange notices are published without charge as a service to ANPA-member newspapers.)

19 seminars set for second half of 1982

ANPA, through its Training Services Department, Labor and Personnel Relations Department, Research Institute, and Foundation, has announced 19 training sessions to be held during the second half of 1982. Additional seminars and conferences, in areas such as telecommunications and circulation systems, are under consideration. Announcement of these sessions will be made at a later date.

Dates and brief descriptions of the announced sessions are listed below. More information and registration forms will be included in brochures to be mailed to the membership.

General seminars and workshops

Promotion Managers Workshop **Sept. 13-15**
Chicago

Examines the job functions and the management skills needed by promotion managers; emphasizes communications and work relationships required to effectively manage projects involving several newspaper departments. Instructors from the Human Resources Center of the University of Chicago cover planning, leadership and motivation. Cosponsored with the International Newspaper Promotion Association. Registration fee: $400 members; $500 nonmembers.

Personnel Practices, Procedures and Policies Seminar **Sept. 19-21**
Atlanta

Designed to assist the newly appointed newspaper personnel manager, and those who supervise the personnel function as a secondary responsibility, to gain skills and knowledge in interviewing and selection, wage and salary administration, training, and other basics. Provides overview of legislative and regulatory activities affecting personnel and labor relations as well as current trends in employee relations. Cosponsored with the Newspaper Personnel Relations Association. Registration fee: $265.

Leadership in the Newsroom Workshop **Oct. 4-6**
Chicago

Develops the management skills of first-line and mid-level editors. Instructors from the Human Resources Center of the University of Chicago and participants examine communication skills, coaching and personnel development, motivation, problem solving and decision making. Cosponsored with the American Society of Newspaper Editors and the Associated Press Managing Editors. Registration fee: $400 members, $500 nonmembers.

Labor Relations Seminar **Oct. 4-6, Washington**
Nov. 15-17, San Francisco

Examines the latest technical changes, legislative activity and judicial decisions regarding labor negotiations; designed for both the relative newcomer and veteran employees. Experienced newspaper executives discuss preparation for negotiations, legal aspects of bargaining, pressroom manning developments, wages and fringe benefits, and recent court and National Labor Relations Board decisions. Other topics include technological development patterns resulting in elimination of jurisdiction, inter-union relationships and changes in union rules and regulations. Registration fee: $400.

NIE Instructor-Training Seminar **Oct. 19-21**
Airlie, Va.

Focuses on teaching self-reliance in the use of newspapers as a teaching tool and studies a variety of workshop models to develop flexibility, creativity, effectiveness and confidence; designed to give Newspaper in Education managers and educators the ability to conduct more comprehensive workshops through positive motivation and a strong grasp of the NIE curriculum. The program will be conducted by Dr. Edward DeRoche, dean of the school of education, University of San Diego, and Linda B. Skover, manager of educational services, ANPA Foundation. Registration fee to be announced.

Management Development Workshop **Nov. 15-19**
Washington

Develops the professional management skills of mid-level newspaper managers, new and experienced, from all newspaper departments. Instructors from the Human Resources Center of the University of Chicago lead sessions including role-play exercises and small work groups which examine leadership, communication, decision-making, questioning and listening techniques, motivation, problem-solving, training and coaching subordinates. Registration fee: $500 members, $600 nonmembers.

Newsroom leadership workshop includes subgroup discussions.

Circulation Managers Workshop **Dec. 1-3**
Dallas

Focuses on "people management" skills of circulation managers above the district manager/carrier supervisor level. Instructors from the Human Resources Center of the University of Chicago focus on leadership, communication, problem-solving and motivation. Cosponsored by the International Circulation Managers Association and NPRA. Registration fee: $400 members, $500 nonmembers.

For more information about the above seminars and workshops, contact Stephen E. Palmedo, manager/training services, ANPA, The Newspaper Center, Reston, Va. (703) 620-9500.

"Hands-on" seminars

All "hands-on" seminars are led by ANPA/RI personnel and held at the ANPA Research Institute in Easton, Pa. Registration fee: $550. For more information, contact Arthur M. Boudreau, manager/technical training, ANPA/RI, Easton, Pa. (215) 253-6155.

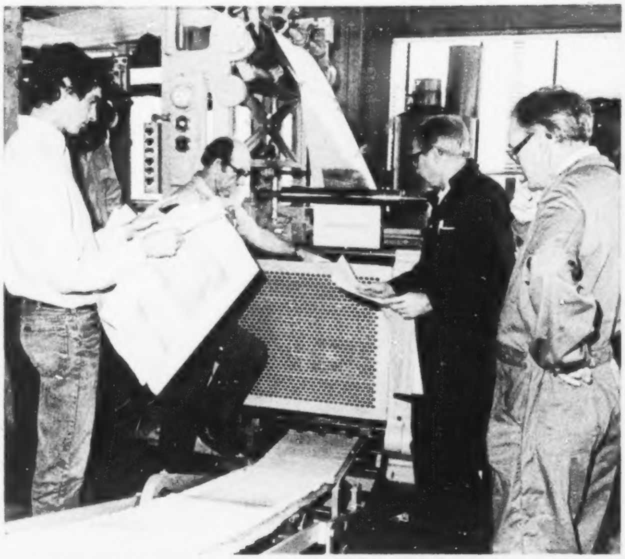
Camera Techniques Seminar **July 12-16**
Sept. 27-Oct. 1
Nov. 15-19

Covers the complete operation of the camera processor for offset or direct printing, including line negatives and film halftones; screened prints (diffusion transfer method), film processing (tray and automatic), basic copy preparation; densitometer and exposure control devices, evaluation and control of copy; camera room and darkroom safety procedures; chemical handling and the prevention of dermatitis; ventilation problems; and safety and high intensity lights.

Basic Offset Press and Plate Seminar **July 12-16**
Oct. 4-8
Nov. 15-19

Covers the operation and adjustment of an offset press and how to convert to offset; topics include components of the offset press unit, precise adjustment of all systems, the pin-register system for both page and color registration, preparation of plates using the wipe-on system of platemaking, operation of the offset press with black and white and color printing, evaluation of print quality and possible solutions to problems, care and maintenance of the offset press, press safety from an operating standpoint, noise measurement, hearing conservation and protectors, and audiometric testing programs.

Direct Screen Color Separation Seminar **Aug. 2-6**
Nov. 29-Dec. 3



ANPA/RI's Roland Sandt (center) leads "hands-on" seminar.

Aids in printing high quality ROP process color for both editorial and advertising departments. Covers evaluation of color originals and establishing reproduction standards, theory of color and masking in newspaper printing, preparation of color correction masks, instruments and controls for predictable quality, operation of direct screen color equipment and proofing of color by color key and direct printing methods, camera room and darkroom safety procedures, chemical handling and prevention of dermatitis, ventilation problems, and safety of high intensity lights. The color separation process used in this seminar was developed at ANPA/RI and utilizes Berkey color equipment and the LogE film processor.

Management Introduction to New Technology Seminar **Aug. 16-20**
Oct. 25-29

Introduces management personnel to new composition and editing systems with hands-on operation of modern electronic copy processing and phototypesetting equipment. Covers phototypesetting techniques, OCR copy generation, editing and copy corrections on VDTs, advertising markup and paste-up, camera operation for screened prints, full page paste-up techniques, making full-page line negatives of page paste-ups for photopolymer and offset plates, stripping negatives using the pin-register system, offset and photopolymer platemaking, and safety procedures in the office environment such as electrical grounding, solvent handling, storage of film and paste-up chemicals, and VDT usage.

Advanced Offset Press and Plate Seminar **Sept. 13-17**

A new course designed to identify conditions causing poor quality offset printing. Covers negative preparation, color registration, plate preparation and platemaking. Topics include black and white halftone and line reproduction; correction of printing problems stemming from copy preparation and from offset plates; setup and measurement procedures for bearer and non-bearer presses; packing and blanket conditions and roller-setting conditions for ink trains and dampener systems; step-by-step control of color registration systems; and the use of color proofs; color bars and densitometers. ☐

Most North American dailies now sell for 25 cents

The age of the 25-cent daily newspaper is upon us.

ANPA's annual survey of single-copy, street-sale prices (city zone) reveals that more than half the newspapers covered were selling for a quarter in 1981.

The survey, which covered 1,862 dailies in the United States, Canada, the Bahamas, Bermuda, Guam, Puerto Rico and the Virgin Islands, found that 1,039, or 55.8 percent, had a price of 25 cents. (See chart below.)

Thus, for the third straight year, there was a nickel increase in the most common price for a daily newspaper:

- 1979's predominant price—as had been the case for every year since 1974—was 15 cents; 831 papers—44.2 percent of all dailies surveyed—were at that level. By 1981, the number of 15-cent newspapers had declined to 293.
- 1980's predominant price was 20 cents, with 698 papers—37.3 percent of all dailies surveyed—at that level [**presstime,** March 1981, p. 37]. In 1981, their number declined to 461.

Yet the latest survey also found two Canadian newspapers, the Dauphin Daily Bulletin and the Swan River Report in Manitoba, still selling for 5 cents, and 33 for 10 cents.

Most of the 10-cent newspapers were published in Southern or Western states.

On the other end of the scale, there were 17, from places as disparate as Alaska and Bermuda, with weekday editions priced at 30 cents; 15 at 35 cents; and one—The Christian Science Monitor, for the second straight year—at 40 cents.

As for the 745 Sunday newspapers surveyed, the predominant price in 1981 turned out to be 50 cents, just as it had been in 1980. A total of 314 of the Sunday editions, or 42.1 percent, carried that price. (See chart, next page.)

Seven Sunday papers—all located in the South or Southwest—still could be had for a dime a copy last year; 33 for 15 cents; 16 for 20 cents; 79 for a quarter; 25 for 30 cents; 92 for 35 cents; 23 for 40 cents; and two for 45 cents.

Twenty-two cost 60 cents a copy, 117 cost 75 cents, three cost 85 cents and five (compared to one a year earlier) cost $1.

ANPA's survey is based on data from the Audit Bureau of Circulations Rate Book on publishers' statements filed before Sept. 30, 1981, and from other sources. ☐

New NAB study explores penetration vs. coverage

The difference between readership based on household penetration and actual adults reached in a newspaper market is explored in a new Research Note by the Newspaper Advertising Bureau.

"Circulation and Audience—What's the Difference?" points out that household penetration does not always closely parallel adult audience coverage. Differences in individual newspaper markets can make the actual audience vary from paper to paper.

Copies of the four-page report are available from NAB, 485 Lexington Ave., New York, N.Y. 10017.

Retail price per single copy of daily newspapers—1981

	10 cents	15 cents	20 cents	25 cents	30 cents	35 cents	Total¹
Alabama	3	8	3	13	--	--	27
Alaska	--	--	--	4	1	2	7
Arizona	1	1	2	14	--	--	18
Arkansas	1	13	14	5	--	--	33
California	4	22	25	72	--	--	123
Colorado	1	14	7	5	--	--	27
Connecticut	--	--	8	17	--	--	25
Delaware	--	--	--	3	--	--	3
District of Columbia	--	--	--	1	--	--	1
Florida	2	13	13	24	--	--	52
Georgia	--	11	6	18	--	--	35
Hawaii	--	2	--	4	--	--	6
Idaho	1	3	1	9	--	--	14
Illinois	--	7	25	53	--	--	85
Indiana	--	10	26	42	--	--	78
Iowa	--	7	8	26	--	--	41
Kansas	4	17	14	12	--	--	47
Kentucky	--	4	12	11	--	--	27
Louisiana	1	6	5	13	--	--	25
Maine	--	--	--	9	--	--	9
Maryland	--	4	7	3	--	--	14
Massachusetts	--	3	11	24	3	5	47
Michigan	--	1	16	35	--	--	52
Minnesota	--	1	6	22	1	--	30
Mississippi	--	4	6	15	--	--	25
Missouri	1	13	16	19	--	--	49
Montana	--	1	1	9	--	--	11
Nebraska	--	9	4	6	--	--	19
Nevada	--	1	1	6	--	--	8
New Hampshire	--	--	1	8	--	--	9
New Jersey	--	2	8	17	--	--	27
New Mexico	--	2	9	8	1	--	20
New York	--	7	14	55	1	1	78
North Carolina	1	6	8	40	--	--	55
North Dakota	--	--	2	8	--	--	10
Ohio	--	7	45	43	--	--	95
Oklahoma	4	18	17	15	--	--	54
Oregon	--	--	4	16	--	--	20
Pennsylvania	2	3	35	59	1	--	100
Rhode Island	--	--	1	6	--	--	7
South Carolina	--	5	5	9	--	--	19
South Dakota	1	2	6	4	--	--	13
Tennessee	1	6	7	16	--	--	30
Texas	2	41	10	64	--	--	117
Utah	--	1	--	5	--	--	6
Vermont	--	--	2	6	--	--	8
Virginia	--	6	7	22	--	--	35
Washington	--	--	4	21	--	--	25
West Virginia	--	3	9	12	--	--	25
Wisconsin	--	1	4	29	--	2	36
Wyoming	--	5	2	3	--	--	10
Totals¹							
U.S.	30	290	437	960	8	10	1,737
Canada	3	3	21	75	7	5	116
Bahamas	--	--	--	--	1	--	1
Bermuda	--	--	--	--	1	--	1
Guam	--	--	--	1	--	--	1
Puerto Rico	--	--	3	2	--	--	5
Virgin Islands	--	--	--	1	--	--	1
Grand Totals¹	33	293	461	1,039	17	15	1,862

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[1] Includes newspapers selling for 5 cents (two in Canada), 13 cents (one in West Virginia), and 40 cents (one in Massachusetts)

Inflation outpaces newspaper hikes

Between December 1980 and December 1981, newspaper price increases averaged 8.7 percent, according to the U.S. Labor Department's Bureau of Labor Statistics.

This was slightly less than the consumer price index rise of 8.9 percent recorded during the same 12-month period, the bureau said.

Retail price per single copy of Sunday newspapers—1981

	15 cents	20 cents	25 cents	30 cents	35 cents	40 cents	50 cents	60 cents	75 cents	Total[1]
Alabama	1	--	3	--	--	1	13	--	1	20
Alaska	--	--	--	--	--	--	1	--	--	1
Arizona	--	--	--	--	1	--	4	--	3	8
Arkansas	2	2	1	1	4	1	5	--	--	16
California	1	1	7	--	7	--	25	--	8	49
Colorado	--	--	--	--	3	--	6	--	1	10
Connecticut	--	--	--	--	1	1	3	--	5	10
Delaware	--	--	--	--	1	--	1	--	--	2
District of Columbia	--	--	--	--	--	--	--	--	--	1
Florida	1	1	3	2	4	1	14	--	5	31
Georgia	1	--	2	--	2	--	7	--	3	15
Hawaii	--	--	--	--	--	--	1	--	1	2
Idaho	--	--	1	--	--	--	5	--	1	7
Illinois	--	--	1	2	1	1	11	--	5	23
Indiana	--	--	--	1	--	1	8	5	3	18
Iowa	--	--	1	--	--	--	2	1	3	9
Kansas	--	--	4	2	3	--	9	--	--	18
Kentucky	1	--	1	1	1	--	5	--	2	11
Louisiana	--	--	1	1	2	--	10	--	1	15
Maine	--	--	--	--	--	--	--	1	--	1
Maryland	--	--	--	--	--	1	1	--	2	4
Massachusetts	--	--	--	--	--	--	3	2	5	10
Michigan	--	--	--	--	--	2	9	1	3	15
Minnesota	--	1	2	--	1	--	2	--	3	9
Mississippi	--	--	1	--	7	--	3	--	1	12
Missouri	2	3	1	--	--	1	7	--	3	17
Montana	--	--	2	--	1	1	3	--	--	7
Nebraska	--	1	1	--	1	--	1	1	--	6
Nevada	1	--	--	--	1	--	2	--	1	5
New Hampshire	--	--	--	--	--	--	1	--	1	2
New Jersey	--	--	1	2	6	1	4	--	1	16
New Mexico	--	--	5	3	1	--	5	--	--	14
New York	--	--	--	--	5	3	6	1	18	35
North Carolina	--	--	1	1	2	--	19	1	--	24
North Dakota	--	--	--	--	1	--	1	--	--	3
Ohio	--	--	1	--	3	4	15	2	3	29
Oklahoma	7	6	12	1	6	--	7	--	2	44
Oregon	--	--	--	--	--	--	5	--	2	7
Pennsylvania	--	--	--	--	--	--	12	3	2	19
Rhode Island	--	--	1	--	--	--	--	--	--	2
South Carolina	--	--	--	--	1	--	5	--	2	8
South Dakota	--	--	--	1	--	--	1	--	2	4
Tennessee	--	--	1	1	2	--	7	--	4	16
Texas	15	--	22	2	13	1	36	--	7	98
Utah	1	--	--	--	1	--	2	--	1	5
Vermont	--	--	--	--	--	--	1	--	1	2
Virginia	--	1	--	--	3	--	9	1	1	15
Washington	--	--	1	--	1	--	7	1	4	14
West Virginia	--	--	--	1	--	1	6	1	1	10
Wisconsin	--	--	--	1	1	--	2	1	5	10
Wyoming	--	--	--	1	1	--	1	--	--	3
Totals[1]										
U.S.	33	16	77	24	88	21	313	22	117	732
Canada	--	--	1	1	2	2	--	--	--	9
Guam	--	--	1	--	--	--	--	--	--	1
Puerto Rico	--	--	--	--	2	--	1	--	--	3
Grand Totals[1]	33	16	79	25	92	23	314	22	117	745

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[1] Includes newspapers selling for 10 cents (one in Alabama, Tennessee; two in Texas; three in Oklahoma); 45 cents (one in New York, Ohio, Pennsylvania); 55 cents (one in Pennsylvania, three in Canada); 65 cents (one in Nebraska, New Jersey); 85 cents (one in Iowa, North Dakota, Rhode Island); and $1 (one in the District of Columbia, Iowa, New York; two in Illinois)

Denver papers fight city tax on circulation

Newspapers circulated in Denver are fighting a 3-percent retail sales tax recently levied on them by the Denver City Council.

The council's action, rescinding a previous sales-tax exemption for newspapers, was at first interpreted as levying the tax on all sales of more than 18 cents per copy.

But, according to regulations prepared by the city, the tax also is to be collected on the gross profits of all newspaper sales, regardless of price.

Therefore, the tax would apply not only to Denver's two Sunday papers, which cost 50 cents on the newsstand, but also to the weekday editions of The Denver Post and the Rocky Mountain News—each of which sells for 15 cents a copy—as well as to other newspapers circulated in Denver, including mail subscriptions.

According to the regulations, which have yet to be published officially, newspaper publishers are to collect the tax when they sell newspapers to independent contractors for home delivery. They also must pay tax on their revenues from vending machines.

Denver newspapers maintain that if the tax is to be levied at all, it should apply only to Sunday single-copy sales from newsracks or from dealers.

Donald Guttenstein of the Denver sales tax office said the city views newspaper carriers more as agents of the newspaper than as independent contractors. If the city required carriers to collect the tax, he said, each one would have to obtain a sales tax license. Therefore, the city plans to tax the transaction between the newspapers and the carriers.

The first tax payments under the new rules were due Feb. 20. Earlier in the month newspapers from throughout Colorado joined the Colorado Press Association in requesting further clarification of the rules.

Spokesmen for the Post and the News said they expect the disagreement to end up in court.

Twelve states, not including Colorado, currently tax some aspect of circulation sales [**presstime,** Dec. 1981, p. 16]. ☐

Consultants 'SaLUT' kenaf's newsprint potential

Extensive research by a consulting firm retained by ANPA has concluded that kenaf "is a viable source of pulp in many parts of the United States."

The Association commissioned Soil and Land Use Technology Inc. in September 1980 to investigate the potential of kenaf, a fast-growing fibrous plant, as a pulp fiber in the manufacture of newsprint [**presstime,** Feb. 1982 p. 45].

Perhaps the best news for publishers contained in an executive summary of the SaLUT report is that the study found kenaf "has a potential to reduce newsprint manufacturing and raw material costs and thus stabilize newsprint prices."

The full report by the Columbia, Md.-based researchers is expected to be released in early April. It will be a highlight of the ANPA-sponsored International Kenaf Conference, "Seed to Read," April 29 in San Francisco (see story, next page).

According to its authors, the study also found that kenaf offers "strong incentives" to the other potential members of a kenaf newsprint production, marketing and consumption system—e.g., farmers and newsprint manufacturers.

According to the summary of findings, kenaf:

- "Offers U.S. farmers a new crop with profit making potential
- "Provides opportunity for the development of a new seed industry
- "Generates new markets for suppliers of fertilizers, agro-chemicals, etc. and manufacturers of farm equipment
- "Provides new business opportunities for local truckers and custom farm operations
- "Requires significantly less energy for pulping
- "Meets standards for newsprint quality
- "Enhances local economies in the South and Southwest regions
- "Increases newsprint production potential in the U.S. Sun Belt—an area currently experiencing dramatic population growth—at less cost in time and capital
- "Brings raw material production closer to the mill on an annual renewable basis."

The SaLUT summary addresses newsprint manufacturers' increasingly critical problems of price and availability of wood for pulping. SaLUT notes that its study agrees with other recently completed research that pulpwood prices in the South will increase at higher-than-average rates during the 1980s.

Only five of 13 mills in the South currently "enjoy relatively good access to their wood supply," the summary points out. Of the others, one mill is using almost all recycled newsprint, and another is using recycled newsprint as 40 percent of the mixture from which its newsprint is made.

"The remaining six mills are becoming increasingly concerned about their future fiber supplies," SaLUT says.

Therefore, newsprint manufacturers "could benefit by replacing some of their higher cost pulpwood with locally produced kenaf," the summary says.

In addition, it says, the "the planning horizon" for raw material is reduced to a maximum of one year with kenaf because it is an annual crop, while pine needs anywhere from 15 to 30 years.

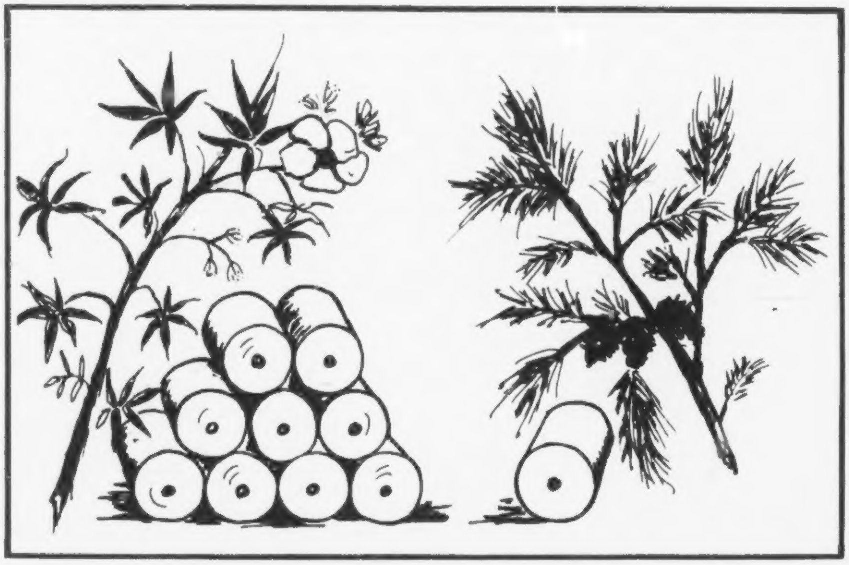
And on the advantages to publishers, SaLUT says:

"Publishers would benefit in the long run by a reduction in the rate of newsprint price increases. Lower fiber cost by itself is not likely to reduce the delivered price of newsprint. The increasing costs of fiber, energy, labor, capital, etc. are the factors normally blamed for higher newsprint prices, and tight supplies generally provide the opportunity to make price increases stick. Because newsprint can amount to as much as 40 percent of a newspaper's total operating cost, any measure that promises to reduce the rate of price increases is important."

The researchers cautioned that "unilateral decisions will not lead to kenaf's commercial development."

Participation of all three members of the production-manufacture-consumption system "is essential as they must be linked together to coordinate the flow of kenaf from farmer to mill and the movement of kenaf newsprint from mill to publishers if the crucial, doubled-edged question of dependability is to be resolved.

"For the kenaf newsprint system to function, farmers must become committed to sustained kenaf production in a given area. They require dependable markets and fair returns for their products. A mill (or mills) must become convinced that kenaf is both



Printing Impressions

An acre of kenaf is expected to yield more than nine times more pulp than an acre of forest land.

technically and economically feasible to pulp and make into newsprint. The manufacturers are concerned about dependable supplies and customer satisfaction. Newspaper publishers must decide to use kenaf newsprint, or, better yet, create a demand for it, if it satisfies their concerns regarding quality and price.

"In summary, the potential actors in a kenaf production subsystem appear ready for a major new crop like kenaf. Most of the production requirements are similar to those for other crops. The only element that is presently missing is an adequate seed supply and steps have already been taken to alleviate that constraint.

"The rest of kenaf's production needs can be met initially from past experiences with the crop and by borrowing institutions, services, etc. that are available for other crops. Research, crop information, financing, government services, new machinery, etc. are expected to develop as needed," according to SaLUT ☐

But in colder climes, stick to alfalfa

After two years of experimenting, agricultural researchers at Penn State University have concluded that kenaf yields in Pennsylvania are not sufficiently high to make it economically feasible to grow the crop in that cold-weather locale.

Tests were conducted in 1980 and 1981 by the Penn State Cooperative Extension Service with funds provided by William K. Ulerich, publisher of The Progress in Clearfield, Pa. [**presstime**, March 1981, p. 49].

In a January report to Ulerich, Extension Agronomist Elwood Hatley said based on yields from test plantings in Landisville in eastern Pennsylvania, kenaf can be expected to produce approximately 2.5 tons of dry matter per acre.

In order to compete economically with other crops currently grown in Pennsylvania, kenaf yields should be between 4 and 5 tons of dry matter per acre, Hatley said.

"I feel, therefore," he told Ulerich, "that kenaf production must be in areas south of us where yields are considerably higher."

'Kenaf—Seed to Read' conference will hear from experts on all sides

The tentative program for the ANPA-sponsored International Kenaf Conference April 29 at the Hyatt Regency in San Francisco features discussion from a number of different perspectives of the potential of the plant as a source of fiber for newsprint.

Donald N. Soldwedel, chairman of the ANPA Newsprint Committee, will give the keynote address, "Kenaf—Seed to Read." Soldwedel, president and publisher of The Yuma (Ariz.) Daily Sun, has been a major force behind efforts to investigate kenaf's potential.

Dr. Charles S. Taylor of Soil and Land Use Technology Inc. will address the question of whether kenaf is a viable source of raw material for newsprint. SaLUT recently concluded a study of kenaf for ANPA.

C.A. Thompson of CIP Inc. will speak on whether kenaf can be pulped and made into newsprint. Thompson was vice president of operations for International Paper Sales Co. when it conducted pulping and papermaking tests of kenaf.

A panel of farmers will relate their experiences growing the plant: Walter Kammann of Yuma, Gordon Fisher of Bakersfield, Calif., and Andrew Scott of Edcouch, Texas. The moderator of the panel will be Dr. Melvin G. Blase of the University of Missouri.

In another panel discussion, four agriculture researchers will share their expertise: Dr. George White, Dr. F.D. Wilson and Dr. Charles Adamson, all of the U.S. Department of Agriculture, and Dr. Mahendra S. Bhangoo of California State University-Fresno. Moderator will be Dr. Eli L. Whiteley, consultant to SaLUT and retired professor of agronomy at the University of Texas.

Presenting the view of the pulp industry will be a panel consisting of Dr. M.O. Bagby of the U.S. Department of Agriculture, Dr. G.F. Touzinsky of the Institute of Paper Chemistry and E.F. Fuentes of C.E. Bauer Co. Moderator will be CIP's Thompson.

Executives from newspapers that have been printed on kenaf newsprint also will present their views. Those panelists will be James E. Bland of The Wall Street Journal plant in Dallas; W.V. Harwell Jr. of the Newspaper Printing Corp., agent for the Nashville (Tenn.) Banner and The Tennessean; John VonRunnen Jr. of The Times Publishing Co. of St. Petersburg, Fla.; and Boykin Wright of The Miami Herald. Moderator will be John B. Lake, also of The Times Publishing Co.

To register for the Conference, contact Priscilla C. Shingleton, ANPA, The Newspaper Center, Reston, Va., (703) 620-9500. ☐

Soldwedel laments newsprint price hikes

The chairman of the ANPA Newsprint Committee has expressed concern over how the latest round of newsprint price increases will affect newspapers.

"It is extremely difficult for newspapers to continually absorb higher and higher newsprint price increases without significantly changing the newspaper product itself or its cost to the consumer—both potentially damaging," said Donald N. Soldwedel, who also is ANPA secretary.

He added: "It would seem that newsprint manufacturers in this time of ample supply would reconsider the wisdom of these

"Newspapers must retain their readers and advertisers in order for our business to be fiscally healthy, and that's a condition which should be of prime importance to our newsprint suppliers."

The new increases will boost the cost of newsprint purchased in the United States to $525 a metric ton [**presstime**, Feb. 1982, p. 45]. The latest to announce the hikes are Kimberly-Clark Corp., St. Regis Paper Co., Garden State Paper Co. Inc., Crown Zellerbach Canada Ltd., North Pacific Paper Co. and Boise Cascade Corp., all effective April 1.

According to the ANPA Newsprint/Traffic Department, some companies that had announced a March 1 date for the increase have postponed it until April 1.

Soldwedel noted that when he became chairman of the Committee in 1978, the price of newsprint was $353 a ton. ☐

1982 seen as no-growth period for U.S. newsprint consumption

Consumption of newsprint in the United States this year should be about the same as last year's, according to ANPA economics consultant Dr. Jon G. Udell.

Udell's prediction is based on his observation that since 1975 the growth rate of U.S. newsprint consumption has closely paralleled the rise of the U.S. Real Gross National Product.

"Although the U.S. economy is likely to expand in the latter half of 1982, the nation's Real Gross National Product will probably be about the same in 1982 as it was in 1981," he said. "Therefore, the near-term outlook is for little change in U.S. newsprint consumption."

Assuming no disruption to supply, he said, U.S. consumption this year should be about 10.2 million metric tons of 30-pound basis weight newsprint.

Udell's outlook is in a 22-page ANPA report titled, "U.S. Newspapers and Newsprint Consumption: Decade of the Seventies and the Future."

During the decade, according to the report's highlights:

- U.S. newsprint usage expanded 21.5 percent, with nearly all of that growth occurring in the second half of the decade. The figure includes adjustments for changes of basis weight and the effects of newspaper strikes.
- Consumption by daily newspapers climbed 11.9 percent, while that of other users soared 67.2 percent. Udell pointed out that "a significant portion of the total rise of newsprint usage was due to a rapid growth of preprinted advertising inserts. Most of the tonnage involved is not included in the newspaper consumption data, even though the preprints became a part of the daily newspaper."
- Daily newspapers' percentage of U.S. consumption dropped from 82 percent in 1970 to 76 percent in 1980.
- Consumption increased 24.7 percent for dailies published in cities of less than 100,000 population; 29.2 percent for those in cities of 100,000 to 250,000; 7.5 percent, 250,000 to 500,000; and 13.7 percent, 500,000 to one million. Newspapers in cities of more than one million used 4.4-percent less newsprint in 1980 than in 1970.
- Daily newspapers in the West and South increased their consumption by 33 and 30.5 percent, respectively. There were consumption declines in the Northeast (5.6 percent) and in the North Central region (2.4 percent).
- U.S. newsprint mills increased their tonnage 24.7 percent compared with a rise of 6.4 percent for Canadian mills. U.S. producers' share of the market rose from 36.7 percent in 1970 to 41 percent in 1980 while Canada's share declined from 60.7 percent to 57.8 percent.

Udell, Irwin Maier professor of business at the University of Wisconsin, said for U.S. newsprint consumption to reach 11,340,000 metric tons by 1985—a projection he made in 1978—the U.S. economy will have to expand at least 11 percent.

"The history of the U.S. economy demonstrates that this is definitely possible," he said. "If inflation and interest rates recede . . . a surge of economic growth and newsprint consumption is likely."

Copies of the report are available from the ANPA Newsprint/Traffic Department at The Newspaper Center, Reston, Va. ☐

Newsprint notes

Sunbelt Forest Products Corp., formerly known as ISA International, **suspended plans to build a newsprint mill** at Boligee, Ala. [**presstime**, June 1981, p. 57].

• • •

MacMillan Bloedel Ltd. said it may have to **slow down its newsprint machines** at Port Alberni, British Columbia, because of an imminent shortage of thermomechanical pulp. The company said union employees at the mill are refusing to unload rail cars of pulp supplied by a nonunion Quesnel River Pulp Co. mill. In late February, MacMillan Bloedel was waiting for the British Columbia labor relations board to decide whether to order handlers to start unloading the pulp.

• • •

Ontario Paper Co. Ltd. has **started up a de-inking plant** at its Thorold, Ontario, newsprint mill [**presstime**, June 1981, p. 53]. The plant will process 100,000 tons of waste newspapers annually, providing about 25 percent of the mix from which newsprint will be made. Also, two new newsprint machines replacing five existing machines are scheduled to start up by this June. The mill will have a net capacity of 80,000 metric tons a year.

• • •

Reed International Ltd. has agreed in principle to **purchase the newspaper operation** of the St. Regis Paper Co. for about $13 million. St. Regis Newspapers Ltd. publishes daily and weekly newspapers in the United Kingdom. ☐

Statistics delayed

Compilation of newsprint statistics for January had not been completed by late February. They will be published in the April edition.

Financial report of paper companies for 1981

Net income (In thousands of dollars)

	1981	1980	% Change
Boise Cascade Corp.	$120,060	147,940(a)	–18.8
British Columbia Forest Products Ltd.	17,200	60,500	–71.6
Consolidated-Bathurst Inc.	112,063(a)(b)	122,379	– 8.4
Crown Zellerbach Corp.	75,300(a)	97,400(a)	–22.7
Crown Zellerbach Canada Ltd.	17,100(a)	36,400	–53.0
Domtar Inc.	63,600(a)	94,800(a)	–32.8
Great Lakes Forest Products Ltd.	77,774	81,352	– 4.4
Great Northern Nekoosa	95,000	98,700	– 3.7
International Paper Co.	525,000(a)(b)	314,000(a)	+67.2
Kimberly-Clark Corp.	204,700	181,800	+12.6
St. Regis Paper Co.	179,218	177,366	+ 1.0
Southwest Forest Industries	18,420(a)	32,263	–43.0
Weyerhaeuser Co.	228,344(b)	277,987(b)	–17.9

(a) Including extraordinary gain
(b) Including extraordinary charge

Most mills signed three-year pacts in '81 negotiations

Of the 110 labor contracts negotiated in 1981 at U.S. pulp and paper mills, 68 were for three years and 36 for two, American Paper Institute figures show. Five were one-year contracts, and one was for five years.

According to the annual study [**presstime,** March 1981, p. 50], first-year wage increases amounted to a weighted national average of 8.7 percent. This was the first time since 1973 that figure was less than 9 percent. Deferred increases averaged 8 percent for the second year and 7.5 percent for the third.

Labor contracts between management and the major unions representing pulp and paper workers will expire at 36 Canadian and five U.S. newsprint mills in 1982.

The following chart summarizes the wage provisions for 1981 contracts:

'81 first-year wage increases

Region	Mills	Employees	Weighted Average[1]
New England	29	6,634	8.8% (65¢)
Eastern	19	7,122	9.0% (71¢)
Southern	6	2,964	8.2% (72¢)
Midwest	25	10,062	8.3% (73¢)
Pacific	40	16,859	9.0% (95¢)
National totals 1981	110	43,641	8.7% (80¢)
National totals 1980	143	72,230	9.2% (73¢)

Deferred wage increases (negotiated in 1981)

Second Year

Region	Mills	Employees	Weighted Average[1]
New England	19	6,496	8.5% (69¢)
Eastern	18	6,972	8.3% (72¢)
Southern	5	2,585	8.1% (76¢)
Midwest	23	8,778	8.0% (73¢)
Pacific	39	16,374	7.8% (89¢)
National total	104	41,205	8.0% (79¢)

Third Year

Region	Mills	Employees	Weighted Average[1]
New England	10	2,275	8.3% (71¢)
Eastern	6	3,208	8.2% (85¢)
Southern	3	2,171	8.1% (81¢)
Midwest	13	5,214	8.2% (81¢)
Pacific	37	16,027	6.9% (86¢)
National total	69	28,895	7.5% (83¢)

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[1] Excluding cost-of-living clauses and bonuses

Firms use industry guidelines in new readership studies

Three Sigma Research, in a joint venture with Simmons Market Research Bureau, has begun interviews for a second major study of newspaper readership in the top 50 Standard Metropolitan Statistical Areas.

But Scarborough Research Corp. says it, too, has clients for a major study and will begin interviewing readers in September.

Both firms said they will plan, execute and tabulate data for the survey according to guidelines issued by a joint task force of the Newspaper Research Council and International Newspaper Advertising and Marketing Executives, in consultation with the Advertising Research Foundation [**presstime,** Dec. 1981, p. 21].

Copies of the guidelines were circulated at the recent INAME semiannual sales conference.

Two interviews will be conducted with each respondent, and a standardized questionnaire is to be used.

Eugene Dalgin, veteran researcher and consultant, will represent the newspaper business, report to the task force, and monitor the surveys.

The foundation will review each step, too. Task force chief Philip E. Stout, marketing services manager for The Daily Oklahoman and Oklahama City Times, said that if the foundation verifies every step of the survey process, the newspaper business will become the first advertising medium whose audience research has received such verification.

Three Sigma conducted the first industry-wide newspaper readership survey in 1979. Some results were reported behind schedule, and some newspapers questioned the findings in their markets. But national advertisers and agencies have expressed strong interest in an updated survey.

Three Sigma President Willard Simmons said in February his company was conducting about 2,500 interviews per week. Simmons said interviews will continue through May, with results reported in September.

September is when Scarborough plans to begin its survey, which company president Harold Israel estimated would cost $1 million. Israel noted that the guidelines suggest the fall would be a better time of the year for interviewing because it would make results more comparable with the first survey, which was conducted during the last quarter of '79.

Stout said the task force expects many users to subscribe to both surveys because they will provide data for two different times of the year. The task force also is working with the research companies to create a many-faceted marketing program for the survey results.

He said comparative, easy-to-use readership research will be vital to many newspaper departments, with local applications for all departments. The biggest target, however, will be the national advertising market.

"We're going to be aggressive in going after national advertising," Stout said. "Syndicated research is the big sharp tool that's going to be able to penetrate that barrier." ☐

Research workshops offered in regions

Three more regional workshops designed to help editors use readership research have been scheduled under the auspices of the Newspaper Readership Project.

They will be held April 18-20 in Hackensack, N.J., for editors from New York, New Jersey, Pennsylvania, Connecticut and Delaware; May 16-18 in Lexington, Ky., for editors from Kentucky, Tennessee, Indiana, Ohio and West Virginia; and June 6-8 in Jacksonville, Fla., for editors from Florida, Georgia, Alabama, South Carolina and Mississippi. The fee is $75 per person.

Sponsoring groups include the American Society of Newspaper Editors, the Newspaper Research Council and the Newspaper Advertising Bureau.

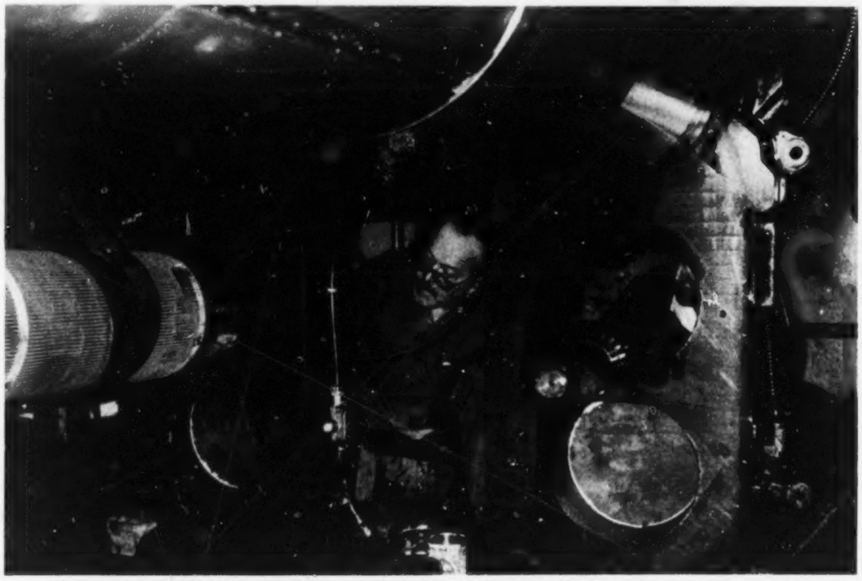
For more information, contact Lee Stinnett of ASNE at The Newspaper Center, P.O. Box 17004, Washington, D.C. 20041; (703) 620-6087. ☐

Newspaper does own conversion to anilox inking

By Tom Walker
presstime technical writer

A Pennsylvania daily, capitalizing on its proximity to the ANPA Research Institute, is in the process of converting its Scott press to the anilox inking system at half the cost of a manufacturer-installed retrofitting.

In return for the engineering help provided by the Institute, The Easton Express (evening, circulation 48,632) has agreed to test materials and inks under normal pressroom conditions. The keyless, single-roller inking system was developed at the Institute, located in Easton, as a spinoff of the ANPAPRESS™ project [**presstime,** Oct. 1981, p. 43].



Pressman Russell Harstine lines up roller during Easton (Pa.) Express conversion.

Express Production Director John R. Rodney says the newspaper began looking into the anilox system early last year because inking problems had become "a never-ending source of aggravation."

The presses, he says, were misting "like crazy," resulting in undue maintenance. "We decided that in order to make a dramatic improvement, we must change the inking system."

Harshad Matalia, research associate at ANPA/RI, provided drawings and consultation. The Express used its own press-room personnel to build the anilox system and install it on one unit last summer. The cost was about $10,000—about 50 percent of the going rate, Rodney says.

The project worked so well that he recommended conversion of all six units. His recommendation was accepted, and a second unit was converted in February. The last four are scheduled to be converted by the end of the year.

Rodney says that one manufacturer, after hearing that the newspaper was retrofitting its units using its own personnel, offered to perform the task at cost. "But even at their cost, it would probably be about 30 percent more than what it would cost for us to do it ourselves," he adds.

The largest benefit derived from the conversion, Rodney says, is the desired reduction of ink mist in the pressroom. "Misting has been reduced about 80 percent, and with covers in place, we can contain the mist," he says.

Other benefits he cites are:

- Simplicity of operation
- Ease of maintenance
- Reduced press weight
- Reduced power consumption
- Consistent inking, better printing.

"Although it's hard to put a figure on it, I think that we've improved quality by about 15 to 20 percent," Rodney says. "We are not now over-inked or under-inked."

Moreover, by testing materials, inks, press settings and the like for the Institute, "We are trying to achieve discernible quality improvements beyond just consistent inking," he says.

The Express obtained a license from ANPA for use of its developments and patents on the anilox system. Licenses are available for other newspapers and for manufacturers. □

Testing equipment purchased by ANPA/RI

The ANPA Research Institute has purchased equipment for use by two new environmental hygienists who will use the devices in Technical Advisory Service visits and reports for member newspapers.

Purchased were noise dosimeters for measuring workers' noise exposure levels over a prescribed period of time; air pumps for taking air samples to test for contaminants, such as ink mist and paper dust; and sound-level meters for instantaneous noise measurements, all of which relate to Occupational Safety and Health Administration regulations.

Also purchased were devices to analyze newspaper waste materials for metal content and to test ink.

William D. Rinehart, vice president/technical, said the purchases were part of a $35,000 special allocation from the Board and did not come out of the approximately $100,000 set aside annually for the Research Institute to purchase equipment and materials. □

Newsprint donated

Eleven companies donated newsprint to the ANPA Research Institute in 1981.

They were Abitibi-Price Inc., Bear Island Paper Co., Bowater Paper Co. Consolidated-Bathurst Inc., Domtar Inc., Garden State Paper Co. Inc., Great Lakes Forest Products Ltd., Kimberly-Clark Corp., Nova Scotia Forest Industries, MacMillan Rothesay Ltd., and Spruce Falls Power & Paper Co. Ltd. □

Canadian daily sees the light with fiber optics

Fiber optic cables are said to be the wave of the future for facsimile transmission of newspaper pages over short distances [**presstime,** Nov. 1980, p. 39]. If that's the case the future is now for one Canadian daily.

Since May 1980, the Edmonton (Alberta) Journal has been using fiber optics with near-perfect results, according to J.A. Enright, director of planning and engineering. "Everything that goes in one end (of the cable) comes out A-1 perfect at the other end," he reports.

Fiber optic cables use light as information carriers.

More common means of transmission such as microwave and coaxial cables use electrical sources that can be affected by nearby signals, causing interference that can spoil transmission.

With fiber optics there are "no glitches, twitches or flitches like with microwave," Enright says.

The 172,078-circulation evening paper has been transmitting full-page images at the rate of 4,500 per month from the paste-up location to a printing plant 4.5 miles away, he reports.

The system has gone down only three times in 20 months and never for more than 15 minutes. On those rare occasions, the problem has been in the electrical links and has manifested itself as wavy and fuzzy edges on the page images. "Repair consists of replacing a few standard electrical circuit cards," Enright says, adding that "preventive maintenance is nonexistent."

The decision to use fiber optics was based on several factors, including cost, distance of transmission and governmental red tape. Fiber optics was one-third the capital cost of a microwave system and one-half the cost of a coaxial cable system, the Journal executive says. Satellite transmission is economically feasible only where long distances are involved.

As for red tape, he explains that microwave transmissions in Canada are regulated as part of the telephone system, which is basically government-run. "It would have taken us about one year to get a license, and we just weren't prepared to deal with that."

Also, high duties are charged at the border when equipment bought outside Canada is taken into the country. "What you have to do," Enright says, "is pay the duties at the border then fight about it later."

The Journal purchased the fiber optics system from the Canadian firm of Northern Telecom. Because the printing plant is located in an industrial area where construction is continuing, the Journal had the Edmonton Telephone Co. lay two separate cables in case one is damaged by construction equipment. □

Conference headquarters hotels named

Thirteen Dallas hotels have committed about 5,000 rooms for the June 19-23 ANPA Production Management Conference [**presstime,** Feb. 1982, p. 40].

The Fairmont and Hyatt Regency hotels will serve as Conference headquarters, while the Texas Daily Newspaper Association, cosponsor of the Conference, will use the Plaza of the Americas Hotel for its headquarters.

The other Conference hotels are the Adolphus, Bradford, Dallas Hilton, Dupont Plaza, Grenelefe, Holiday Inn-Downtown, Holiday Inn-Market Center, Loews Anatole, Marriott-Market Center and Quality-Inn Market Center.

All Conference hotels are located within 2.5 miles of the Dallas Convention Center, site of the Conference. Free shuttle bus service between the hotels and the convention center will be provided.

Official housing forms are being distributed this month, according to Peter P. Romano, director of the ANPA Research Institute's Production Department and Conference director. □

DU PONT
TEST TARGET

Falmouth (Mass.) Enterprise's Jeanette Field uses Sharpshooter at ANPA/RI seminar.

Camera-control device operating at Institute

A camera-room device designed to improve tone separation of page negatives, including line and halftone exposures is now in use at the ANPA Research Institute.

The equipment, known as a Carlson EC12D digital Sharpshooter, is a light-integrated camera control device. According to James Snoddy, ANPA/RI technical specialist/photography, it senses light exposure; allows automatic "bumping" or short exposure to light; and has a memory that "leads you through the program procedure."

The Sharpshooter has been loaned to ANPA/RI for an indefinite period by its manufacturer, the Chesley F. Carlson Co. of Minneapolis. □

Telecommunications raises new labor issues

By Barbara Startz

Telecommunications is being discussed at newspaper bargaining tables across the country. These discussions revolve around two basic labor-relations issues—compensation and union jurisdiction.

Some of the questions being considered are:

- What type of work will be created by the telecommunications system?
- Who will perform the work?
- Will the system be a separate division of the company or a department within the newspaper?

For work that is disseminated electronically, The Newspaper Guild is seeking both jurisdiction and additional compensation.

But other unions are not far behind. The International Typographical Union, the Communications Workers of America, the United Food and Commercial Workers Union and the American Federation of Television and Radio Artists also have contacted telecommunications employees at newspapers.

The CWA and UFCWU are expected to use telecommunications departments as inroads to organizing activities at newspapers, ANPA Manager/Labor Relations Charles Cole says.

AFTRA was unsuccessful in its attempt to carve out a unit of Dow Jones & Co. Inc. employees, including those who "render broadcasting services via telephone communications." The employees will remain part of a unit of white-collar workers represented by an independent union [**presstime,** July 1981, p. 52].

The ITU has told its locals to contact the international for guidance because "the jurisdiction clause in their own current contract may very well cover keyboarding and the use of makeup terminals to prepare the copy which will be beamed over the airwaves or over transmission lines . . . into our homes."

Compensation. The most frequent proposal that Guild locals have brought into negotiations calls for additional compensation for the writer whose newspaper copy is transmitted via a telecommunications system.

In making the proposal, local unions often rely upon a reuse or syndication clause present in many existing Guild contracts. The language is usually similar to the following:

"When the product of an employee's work is made available by the employer to an enterprise other than the one in which the employee is employed, the employer shall compensate said employee for such other use at a rate to be agreed between the employer and the Guild."

The most frequent proposal that Guild locals have brought into negotiations calls for additional compensation for the writer whose newspaper copy is transmitted via a telecommunications system.

A basic question, of course, is whether work actually has been sold from one enterprise to another.

At first glance, the issues of paying a reporter extra for work sold to another company and paying extra for newspaper copy that is disseminated electronically may seem analagous, but an understanding of the typical telecommunications service used by newspapers reveals the flaws in this argument.

At this stage, most newspapers involved with telecommunications are using a character generator to provide a one-way, scrolling cable service. Because information is repeated cyclically, the nature of the service requires material to be presented in short blocks—usually one to two screens full per story at most. Waiting for information to cycle through the system makes lengthy news stories impractical.

A screen typically consists of eight to 16 lines with 32 characters per line. In a news story, not all of these lines are available for text as space may be allotted for a logo, headline and perhaps the time or weather. Enlarged type size for the headline will further reduce the story length.

A typical story may have fewer than 80 words. It may even consist only of a headline and lead paragraph.

Some newspapers are creating systems that only highlight news events and refer the user to the newspaper for details.

When newspaper copy has been edited this drastically, there is a serious question about whether the reporter's original work truly remains.

The Guild is now recommending to its locals the following language:

> Electronic Distribution Systems: Provision should be made that all employees in the Guild bargaining unit receive a substantial share of the income accruing to an employer in the print news industry as a result of the employer's participation in a system for electronic processing, storage, retrieval and distribution of news, advertising and associated information. The substantial share obtained by the Guild under such contract provisions shall be used either to increase all minimum salaries under the contract and the actual salaries of all employees in the bargaining unit or to provide a benefit of universal value to employees in the bargaining unit.

Because this recommended language is so new, its effect in labor negotiations cannot yet be measured.

Contract language on the subject is scarce. For this reason, there was great interest in the outcome of the 1980 Guild strike at the Minneapolis Star and Tribune, in which the compensation question was raised [**presstime,** Nov. 1980, p. 28]. The new Minneapolis Guild contract has language that states:

> It is agreed that the performance of fact-gathering, writing, photography or editing for electronic distribution of news material is within the Guild's jurisdiction in the same way as comparable work now performed for the News and Editorial Departments of The Minneapolis Star and the Minneapolis Tribune. It is

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Startz is labor relations associate in the ANPA Labor and Personnel Relations Department.

understood that the Guild's jurisdiction over electronic news material ceases when such material is transmitted from the library or the News and Editorial Departments of The Minneapolis Star and the Minneapolis Tribune.

Jurisdiction. Union jurisdiction is another frontier. As publishers face hiring decisions to meet the new systems' demands, most companies have established separate staffs autonomous of the newspaper [**presstime,** Jan. 1982, p. 38].

However, at The Blade of Toledo, Ohio, Guild and ITU jurisdictions cover several functions of the newspaper company's cable news system.

Currently, keyboarding of newspaper ads is performed by Guild-represented employees.

Under the company's present technology, the cable news system is separate from the newspaper computer. So long as the two systems remain incompatible, ITU-represented composing room employees will enter ads into the cable system.

Guild employees at The Blade will maintain jurisdiction over the writing for the cable news system. It basically is a rewrite function, and employees assigned to the cable news system will be paid at the same contractual rate as copy readers.

Although initial involvement with telecommunications may be via a cable TV system with a character generator, the potential impact of current labor-relations decisions upon future teletext and videotex systems must be kept in mind.

Teletext also is a cyclical, one-way medium, but users may select the information they wish to view and control viewing time. Teletext systems that use the vertical blanking interval limit the number of potential pages, again making in-depth news stories less feasible. However, teletext systems that transmit over a regular TV or cable channel have a much greater page capacity.

LEADER TEL-A-CABLE

With this capability, companies may opt for repeating newspaper copy verbatim or emphasizing writing rather than editing.

Videotex—a two-way system by which the viewer not only selects but creates and sends information back to a computer—also has the capability of delivering in-depth stories.

Because of the experimental nature of electronic publishing ventures at this time, both parties in a collective-bargaining process should be mindful of commitments that may inhibit applications of future telecommunications developments.

Ideally, a thorough understanding of the operation, based on a trial period or actual use, is advisable before any issues become subjects of bargaining. Flexibility will be the key to work assignments and other considerations that will evolve with the new technology. ☐

In this section

Arbitrations:
Detroit News, Teamsters—Rescinds one-week disciplinary suspension, p. 46
Additional arbitration awards, p. 46

EEOC:
President Reagan nominates new chairman, p. 48

NLRB:
Annual report shows unions increased percentage of election wins, p. 47
ANPA seeking to intervene in Phoenix (Ariz.) Newspapers Inc. case, p. 48
Board increases interest rate on back-pay awards, p. 48
Kansas City (Mo.) Mailers Union, individual—Administrative law judge finds union unlawfully deprived former member of overtime work, p. 47
Marquette (Mich.) Mining Journal, IPGCU—Administrative law judge finds newspaper's restriction of union steward violated act, p. 46
Representation elections, p. 47

Strike:
Terre Haute (Ind.) Star and Tribune, Guild—Employees return to work after 11-month strike, p. 48

Other:
Contract settlements, p. 47
ITU opens Canadian office, p. 47
Labor relations seminars scheduled in Chicago and Providence, R.I., p. 47
Telecommunications raises new labor issues, p. 44
Vancouver, British Columbia, unions stage "sit-in" at daily, p. 48

Arbitrator overturns disciplinary suspension

By Clark Newsom
presstime labor writer

A one-week disciplinary suspension given a circulation district manager of The Detroit News for improperly inflating circulation gains during a contest has been set aside by Arbitrator Alan Walt.

The grievant, represented by Local 372 of the Teamsters, had never before been disciplined in his 30 years with the newspaper, the arbiter noted.

Before the "Fistful of Cash" contest began, district managers received a quota for increased home deliveries. The grievant's quota called for a circulation increase of 90 daily and Sunday papers.

During the contest, the grievant said he believed "extreme pressure" was applied by his supervisor to meet the quota. He admitted to juggling figures so that papers delivered to three business accounts appeared as home delivery increases.

When the company learned of the subterfuge, the grievant was disqualified from receiving a $250 contest award and was suspended.

The union argued that in past contests, employees found to have improperly inflated figures merely had been declared ineligible for prizes and in no case had discipline been imposed.

Arbitrator Walt found this to be true, although he noted that for many years, contest notices had contained a statement that improper inflation of circulation increases would result in "disciplinary action and disqualification from the contest."

"Unquestionably," he said, "the employer has the right to discipline for intentional and deliberate misconduct of the type presented by grievant's action."

However, he continued, where employees believe, based on past employer actions, "that discipline will not be imposed for certain prohibited action, it is necessary that management clearly advise of the intent to discipline for future infractions."

For example, he said, where a work rule proscribing departure prior to the end of the work shift has not been enforced, management is obligated to advise employees that it intends to impose discipline for future infractions so they will be aware that new consequences are associated with violations of the rule.

Because the newspaper failed to advise employees of its intent to depart from the prior practice of disqualification only, the suspension "must be set aside," the arbiter concluded.

Also at issue was whether the union's grievance had been filed within the time allowed under the labor agreement. Walt found that it had, and he refused to dismiss the grievance on procedural grounds. ☐

NLRB judge finds restriction of union steward violated act

The Mining Journal of Marquette, Mich., violated federal labor law by restricting the movements of a union steward and giving her a two-and-a-half day suspension, according to a National Labor Relations Board administrative law judge.

Charges in the case were filed with the NLRB by Pressmen's Union No. 692. The union represents separate bargaining units of drivers and editorial and production employees.

Diane L. Gorzinski was the steward for composing room employees and also was president of the union when the case arose last year. She has since left the newspaper to join her husband in another state.

Judge Elbert D. Gadsden found her suspension was "disparate" because she was the only employee singled out for disciplinary action for reading union contracts during working hours. The labor agreement between the daily and the union states that union business that impedes the flow of work may not be conducted on company time.

Gadsden rejected the company's contention that Gorzinski was restricted because her travels through the plant and conversations with other employees were excessive in comparison with other employees and stewards.

He noted that she had filed charges with the NLRB alleging that the newspaper had refused to bargain several days before her suspension. That matter was subsequently settled and was not at issue in the case.

But, he said, "it may be reasonably inferred" that she was suspended because she filed the charges with the NLRB.

Gadsden found that Gorzinski was "the most active and most effective steward in pursuing the interest and enforcing the contractual rights of unit employees" and that she had "provoked or antagonized" the paper's then publisher to the point where he told her in a grievance meeting that the union was not going to run the company.

"There was no evidence that Gorzinski was trying to run the company, but only to carry out her duties as union steward, which she was doing quite successfully," Gadsden said.

Gorzinski suffered a wage loss of $140.88 due to the suspension. The company paid her that amount, plus interest, and did not appeal the case to the board.

(The Mining Journal and Marquette Printing & Graphic Communications Union, JD-4-82) ☐

Additional arbitration awards

Bellevue (Wash.) Daily Journal-American, IPGCU: Michael H. Beck resolved wage and fringe benefit issues in a new three-year labor agreement.

San Francisco Newspaper Agency, ITU: William Eaton reinstated a composing room employee who had been discharged for excessive absenteeism.

San Jose (Calif.) Mercury and News, ITU: Donald H. Wollett upheld the union's position in a dispute about typesetting of classified display advertising, but he found the company did not violate a "status quo" provision in the labor agreement.

Springfield (Ill.) State Journal-Register, ITU: Allan J. Harrison found that the company violated the labor agreement by treating July 3, 1981, as the Independence Day holiday.

(Full texts available from the ANPA Labor and Personnel Relations Department at The Newspaper Center, Reston, Va.)

President Joe Bingel cuts the ribbon for the International Typographical Union's first-ever national office in Canada. It will be headed by Robert F. Earles (right), the union's senior Canadian representative. Also attending the ceremony in Ottawa were (from left) ITU vice presidents Allan J. Heritage and Robert L. Wartinger. Plans for the office were announced at last year's ITU convention [presstime, Oct. 1981, p. 38].

NLRB judge finds for mailer

A union representing mailers at The Kansas City (Mo.) Star and Times unlawfully deprived a former member of overtime work, according to an NLRB administrative law judge.

After the mailer stopped paying dues to Mailers' Union No. 7, the union's steward, who had exclusive control over allocation of overtime work, passed him over for voluntary overtime. At the same time, the mailer—a 27-year veteran at the newspapers—was required to work overtime involuntarily.

The mailer filed charges with the NLRB. Judge Russell L. Stevens subsequently decided that the union's method of assigning overtime was discriminatory.

He found that at the time the case arose, there was no labor agreement in effect that required employees to pay dues under a union security clause. He said it is "well settled" that a union cannot deny employment opportunities in such circumstances.

Stevens recommended that the board order the union to reimburse the mailer for any loss of earnings and to "cease and desist" from its unlawful conduct.

(Mailers Union Local No. 7, ITU, JD-[SF]-311-81) ☐

NLRB elections

Atchison (Kan.) Daily Globe, ITU: A unit of all employees, excluding composing and press room employees, voted 9-8 in favor of representation by Leavenworth Typographical Union No. 45. The production employees voted against the union in separate balloting [**presstime**, Dec. 1981, p. 40].

(NLRB Case No. 17-RC-9300)

Johnstown (Pa.) Tribune-Democrat, ITU: News and editorial employees voted 30-28 in favor of representation by Typographical Union No. 137.

(NLRB Case No. 6-RC-9174)

Recent contract settlements

Baltimore Sun, Guild: Supplemental agreement covering advertising and editorial employees in county bureaus retroactive to Nov. 17, 1981.

Dallas Times Herald, ITU: Three-year agreement covering mailers retroactive to Sept. 12, 1981.

Seattle Post-Intelligencer and Seattle Times, ITU: Four-year agreement covering mailers retroactive to March 16, 1981.

(Details in ANPA Labor & Personnel Relations Letter Vol. 3, No. 2, February 1982.)

Revised seminars in labor relations set for managers

ANPA will sponsor Labor Relations Seminars March 15-17 at Chicago's Radisson Chicago Hotel and May 10-12 at the Biltmore Plaza in Providence, R.I.

They will be the latest in a constantly evolving series of seminars designed for newspaper managers involved in employee relations.

In response to member-newspaper needs, the seminars will feature expanded treatment of collective bargaining, strikes, management rights and obligations under the Labor Management Relations Act, the impact of new technology and telecommunications, and Equal Employment Opportunity Commission and Occupational Safety and Health Administration regulations affecting newspapers.

There also will be case studies of current issues in the labor and personnel relations field for which participants must seek solutions.

For registration information, contact ANPA's Labor and Personnel Relations Department at The Newspaper Center, Reston, Va. ☐

Unions reverse trend, increase NLRB victories

Unions lost 54.3 percent of NLRB-supervised representation elections during the fiscal year ended Sept. 30, 1980, the board said in its recently issued annual report.

It was the sixth straight year that unions lost more elections than they won, but it was the first year in the last nine that their percentage of victories increased.

In fiscal year 1979, unions won 45 percent of the elections [**presstime**, Aug. 1980, p. 7], slightly less than the 45.7 percent won in 1980. Ten years ago, they won 55 percent.

The AFL-CIO said the report was "encouraging, given the intense activity of professional union-busting consultants."

As in previous years, decertification elections went against unions by a substantial margin. The board noted that the filing of a petition to decertify a bargaining representative is indicative "of some measure of discontent." ☐

ANPA asks to submit brief before NLRB on libel issue

For the first time, ANPA is seeking to intervene in a case being argued before the NLRB. Its objective is to protect a newspaper's right to file defamation suits where the paper's integrity or credibility may have been impugned.

While taking no position on the merits of the case, the Association is requesting permission to submit briefs setting forth its broader concerns about *Phoenix Newspapers Inc. and The Newspaper Guild Local 237 and New Times Inc.*

The case centers on two employees discharged by The Arizona Republic in Phoenix. It involves a $50-million libel suit Phoenix Newspapers Inc., publisher of the Republic and the Phoenix Gazette, filed against The Newspaper Guild, its officers and New Times Weekly of Phoenix.

The unusual suit was filed over an unattributed story in the weekly headlined "Wiretapping Charged Against R&G." It reported that the Guild would allege, in another NLRB proceeding, that the daily wiretapped Guild activists [**presstime,** Dec. 1981, p. 41].

An administrative law judge has recommended that the NLRB order Phoenix Newspapers to reinstate the two employees. He also ordered dismissal of claims that the libel suits were unlawfully motivated.

On appeal to the NLRB, the Guild and the weekly paper urged the board to adopt a rule that any libel suit—regardless of the motive of the person who files it—is unlawful if its subject matter is also a part of NLRB charges.

ANPA would address that point if granted intervenor status. In the motion to intervene, it said such a policy "would implicate all newspapers' ability to protect themselves against defamatory utterances which impugn said publications' integrity and credibility, thus impairing the newsgathering function."

ANPA would argue that the NLRB does not need to issue such a ruling because it already has power to prohibit defamation actions filed for unlawful reasons. ☐

Vancouver unions stage 'sit-in' job action

Four unions at a British Columbia newspaper staged a job action in February that was reminiscent of the 1937 "sit-ins" of the United Auto Workers in that union's effort to gain bargaining rights in the auto industry.

Publisher R.D. "Rikk" Taylor, publisher of The Columbian in the Vancouver suburb of New Westminster, called it an "occupation."

Patricia Lane, administrative officer of the Vancouver-New Westminster Newspaper Guild, said it was a "sit-in."

Both agreed it was neither a strike nor a lockout.

The dispute arose over new contracts for the Guild, Typographical Union No. 226, Mailers' Union No. 70 and Local 525 of the Graphic Arts International Union. The old contracts expired Nov. 30, 1981.

Union members began a work slowdown Feb. 8 that developed into a work stoppage and 24-hour-a-day occupation of the building, preventing publication of the daily through Feb. 11. It also caused the suspension of six weekly newspapers published by the company and closed the company's commercial division, Craftsmen Printers, Taylor said.

A joint council formed by the unions arranged for food delivery and TV coverage of the event.

The company earlier had reached a new agreement with Pressmen's Union No. 25, which broke away from the joint council.

Agreement on new two-year contracts was reached Feb. 11, following what Taylor termed "very strange negotiations." ☐

Indiana strike ends, newspapers appeal NLRB ruling on jobs

Employees represented by Local 46 of The Newspaper Guild have returned to their jobs at the Terre Haute (Ind.) Star and Tribune after 11 months on the picket line.

The strike over an initial labor agreement covering advertising employees began Feb. 27, 1981. The employees returned to their jobs Jan. 27.

An NLRB administrative law judge had recommended Jan. 5 that the board order the company to reinstate the strikers on their unconditional offer to return to work [**presstime,** Feb. 1982, p. 32]. Under the judge's action, the newspapers could be liable for back wages to the strikers once they formally offered to return to work.

The company is appealing the judge's decision to the board. In the meantime, it is bargaining with the union over the contract for advertising employees and the renewal of a contract covering business, circulation and editorial employees.

The newspapers continued publication during the strike, and the company said it will retain employees hired to replace the strikers.

The discharge of 10 employees for various reasons during the strike is being arbitrated, as is a dispute over vacations. ☐

New EEOC head named

President Reagan has nominated Assistant Secretary of Education Clarence Thomas to be chairman of the Equal Employment Opportunity Commission. At the same time, Reagan withdrew the name of his initial selection for the post, William Bell, whose nomination had encountered widespread opposition [**presstime,** Feb. 1982, p. 35]. ☐

NLRB's interest rate on back pay awards now 20 percent

The NLRB has increased the interest rate it assesses on back pay awards and other monetary remedies to employees illegally discharged or otherwise discriminated against under the Taft-Hartley Act.

The change boosts the interest rate from 12 percent last year to 20 percent.

In 1977, when the NLRB's interest rate was 6 percent, the board adopted the "adjusted prime rate" used by the Internal Revenue Service in calculating interest on the underpayment or overpayment of taxes.

Even tough newspapers have a heart

By Margaret Genovese
presstime staff writer

Tribune-Star Publishing Co. employees Sue Loughlin and Kevin L. Henderson help distribute Christmas food baskets in Terre Haute, Ind.

Newspapers have the reputation of going for the jugular. Therefore, it may be surprising to some critics of the craft that newspaper companies also have big hearts and back them up with big bucks to charitable causes—primarily in their backyards.

"Yes, (newspapers) tend to be generous," says Eugene C. Struckhoff, direct service consultant at the Council on Foundations. "They are naturally committed to their communities, they support their communities and they do tend to be good givers."

Although it does not single out newspaper publishing companies, the Conference Board, a New York City-based business research institution, reported in a 1981 study that the printing and publishing industry—the category which includes newspapers—exceeded the average in charitable donations.

That category—which also includes magazines, book publishers and commercial printers—contributed 1.65 percent of pre-tax net income to charity. The average for all industries covered by the study was .54 percent. The study was weighted toward larger companies whose contributions although large in dollars compute to small fractions of income.

As a result of a recent liberalization of tax law governing corporate contributions to charitable organizations (see story, p. 51), companies beginning this year may claim deductions equal to 10 percent of their pre-tax income. Simultaneously, the federal government and some state and local governments have been cutting back in their funding of educational and social programs.

As a result, says Seattle Times President W. J. Pennington, many businesses feel an obligation to step in and help plug the gaps.

Pennington serves as president of the Seattle Council for Corporate Responsibility, formed in 1980 to encourage companies in that area to give at least 2 percent of their pretax income to charity. "We have a very strong interest in our community, and we feel that we have to be good corporate citizens, too," he says.

Among the recipients of the Times' gifts are Seattle's Corporate Council for the Arts, the United Way, Children's Orthopedic Hospital and Medical Center in Seattle, Seattle University, and the University of Washington.

The Seattle council is one of several so-called 2-percent and 5-percent clubs that have been established around the country to spur corporate giving.

Among other newspaper members of 2-percent clubs are The Kansas City (Mo.) Star and The Kansas City Times, The Arizona Republic and The Phoenix Gazette, the Oakland (Calif.) Tribune and Eastbay TODAY, and The Peninsula Times Tribune of Palo Alto, Calif.

Among newspaper members of 5-percent clubs are The Courier-Journal and The Louisville (Ky.) Times, and The Minneapolis Star and Minneapolis Tribune.

The giving may not be altogether altruistic. For example, the Louisville newspapers are among the biggest contributors to the Louisville Development Committee, a spinoff of the local chamber of commerce. Its purpose is to promote Louisville as a good place for companies to locate regional headquarters.

The benefit to the newspapers? "It's rather obvious," says Donald B. Towles, the newspapers' vice president and director for public affairs. "If we can improve the market, then the market becomes more valuable; as it becomes more valuable, we get our share of the extra dollars that go to the market."

The foundation route. A number of newspapers channel their charitable giving through their own private foundations.

For instance, the Minneapolis Star and Tribune Co. each year retains the option of donating to the Minneapolis Star and Tribune Foundation part of the 5 percent of its pretax earnings that it gives to charity.

While the company's direct corporate giving, for the most part, supports ongoing operating programs of organizations in the Minneapolis area, Vice President/Planning James A. Alcott says the foundation contributes mainly to capital and endowment programs, usually in multi-year pledges and usually in significantly larger amounts than most of the company's annual giving.

In 1980, the company's direct corporate gifts totaled $404,379 and went to organizations ranging from the Minneapolis Society of Fine Arts to the Urban Coalition.

The same year, the foundation's grants totaled $713,979. The largest single grant, $211,840, went to the Metropolitan Sports Facilities Commission in connection with the financing of the Hubert H. Humphrey Metrodome, the enclosed stadium being built in downtown Minneapolis.

Although the 1969 Tax Reform Act imposed an excise tax on private foundations' investment income and subjected them to increased regulation, pay-out and disclosure requirements, they retain certain advantages as a way of channeling corporate giving, notes Elizabeth T. Boris, director of research for the Council on Foundations.

Primarily, she says, foundations provide a means for corporations to even out charitable giving. That is, in good years, if a company does not want to distribute all the money it has set aside for charity, it can put some of it into its private foundation where it can earn income; in leaner years, when the ability to give declines and when charities tend to need help the most, the foundation will be able to provide support.

The largest newspaper-affiliated foundation is the Gannett Foundation. It is also the 24th largest U.S. foundation in terms of assets, according to the latest edition of The Foundation Directory. At the end of last year, those assets were approximately $225 million, says Calvin Mayne, the foundation's director of communications.

The Gannett Foundation makes donations in two major categories: to a broad range of philanthropic causes in communities where Gannett has properties, and to support journalism education.

In 1981, its gifts in the former category amounted to about $5.4 million. In the latter category, they were about $1.9 million.

Rick Rahol packs food for families in Fairbanks Daily News-Miner project.

Most other newspaper company-related foundations do as Gannett does and concentrate their giving where their papers are published. Some also give a smaller portion to national charities or faraway educational institutions.

One of the few newspaper foundations without any local slant is the Scripps-Howard Foundation. Last year it awarded 121 grants totaling $121,000 to colleges throughout the nation—including one to every accredited school of journalism in the country—and 177 scholarships totaling $265,000. It also awarded 32 "special grants" to colleges, universities and journalism-related organizations.

Although the E.W. Scripps Co. is the biggest donor to the foundation, others, including company employees, may contribute, with the company matching the donations. The matching idea is said to be one of the fastest growing forms of corporate giving.

Many newspapers also support ANPA Foundation and other newspaper-business foundations, which in turn support journalism education, First Amendment awareness programs, research and other activities.

Civic activism. Newspapers' charitable activities are not limited to giving money; they also give talent.

Many papers encourage employees to become involved in civic organizations—in some cases allowing them to participate on company time. (For possible conflict-of-interest reasons, however, some newspapers draw the line in the newsroom, forbidding reporters, editors and editorial writers from certain civic involvement.)

"We feel that our newspaper should be active and participate in civic causes for the betterment of the community, and we encourage our employees to participate to the extent that their talent and time will permit them," says Richard F. Pittman, publisher of The Tampa (Fla.) Tribune and The Tampa Times.

Pittman sets the pace. He currently is, or has been, the president, chairman, vice chairman, board member or trustee of a dozen civic organizations and fund drives ranging from the United Way to the Florida Gulf Coast Symphony.

Newspapers also encourage greater participation in community service by the public at large. One of the most popular ways is through Christmas-season, fund-raising drives. And the results are getting better every year. A few examples:

- By Jan. 18—more than a month before the end of the campaign—The New York Times had broken its previous record and collected $1,276,829 through its Christmas-time Neediest Cases Fund, which benefits eight metropolitan New York City area charities.

Demise of a newspaper doesn't always mean one less charity

The loss of a newspaper, a severe blow to a community, may also constitute a considerable loss to local charities. In several such cases, surviving newspapers have decided to pick up the slack.

For instance, in Washington, D.C., where The Washington Star folded last year, The Washington Post has adopted the "Send a Kid to Camp" campaign run by the Star since 1947. At the same time, the Post continues its Christmas-time solicitation for Children's Hospital National Medical Center in Washington for which it collected a record-breaking $320,764 last year, and its sponsorship of an annual fashion show for the benefit of the Hospital for Sick Children, also in Washington.

Something similar happened in Boston when the Boston Post went out of business in 1956. The Boston Globe took on the Post's Christmas toy drive and proceeded to turn it into what its coordinator, Assistant Promotion Manager James Regan, believes to be the second-most successful charitable appeal in the state, behind the United Way.

The "Globe Santa" campaign also broke its previous record last year, collecting $578,000.

- In Fairbanks, Alaska, the Daily News-Miner had its most successful Santa Calls drive last year, raising $21,312.99 for food, fuel, clothing and toys for needy families in that area.
- In Terre Haute, Ind., The Tribune and The Star collected $6,700, also a record, for its Christmas Basket Fund.

Beyond the charitable campaigns associated with Christmas, newspapers sponsor a host of other community-service activities throughout the year. A guide to such programs, published by the International Newspaper Promotion Association, runs to 193 pages.

Tom Griffiths, promotion director of the Fort Lauderdale (Fla.) News and Sun Sentinel, who compiled the guide, believes his company has been involved in more community service activities than any other newspaper company in the country. It participated in 72 different events last year, ranging from its "Help a Child Smile" Christmas solicitation to its sponsorship of a Ladies Professional Golf Association tournament.

Griffiths says the company's philosophy is: "In order to be good corporate citizens, we have to put back into the community a portion of what we are taking out." ☐

New tax laws could benefit benefactors

The Economic Recovery Tax Act of 1981 made three changes in tax law regarding deductions for charitable contributions and allocation of funds by tax-exempt foundations. All take effect this year.

The new law:

- Increases the deduction a corporation is allowed to take for charitable contributions from 5 percent of its taxable income to 10 percent.
- Changes the requirement governing how much a tax-exempt foundation must pay out annually. Until this year, a foundation had to distribute an amount equal to 5 percent of its assets or its adjusted net income, whichever was higher. Now, the payout must be at least as much as 5 percent of its assets, but adjusted net income has been removed from the equation.
- Allows individuals who do not itemize deductions to take a deduction for charitable contributions. ☐

Helping smaller papers

Ways to meet mail threat

By Harry W. Edwards

On a recent visit to the Carolinas, I heard considerable discussion about the threats to the newspaper-insert business from direct mail. The threats apply not only to larger circulation newspapers but to smaller ones as well.

For example, the Henderson (N.C.) Dispatch has lost three of its regular insert customers to direct mail.

One is Roses Stores Inc., a department store with headquarters in Henderson. Dispatch Publisher Dennis Tharrington says "Roses did not pull out of the Dispatch for cost-saving or lack of quality service but only because the direct mailer (Advo Systems Inc.) will provide them a statewide distribution at a good price."

The U.S. Postal Service last Nov. 1 increased the third-class rate from $64 per 1,000 for the first 5.04 ounces to $79 per 1,000 for the first 3.88 ounces. But that seems to have had little impact on marriage mail.

This is not an isolated example, as direct mailers target their efforts in selected states and regions employing the "marriage mail" vehicle to combine two or more inserts in large-scale mailings.

ANPA's Postal Committee, chaired by Ken Carter, publisher of The Evening Star, Peekskill, N.Y., has formed a task force to assist in monitoring third-class matters.

This group also is seeking changes in postal regulations to make it easier for newspapers to use the mails for distributing tabloid sections. It has asked that the maximum allowable size for the carrier-route, presort rate be increased to 15 inches high and 12 inches wide.

From the standpoint of the newspaper business, the present limit of 11 1/2 inches by 13 1/2 inches is inadequate. About 20 percent of the nation's newspapers have presses with a fixed 11 25/32 inches dimension, and more than 90 percent use a 55-inch roll width which makes it impossible to print an insert with a depth of 13 1/2 inches.

As for the competition—direct mail, and especially marriage mail—there are several things to bear in mind:

- If a newspaper keeps its insert costs on a competitive basis, it will give the advertisers less incentive to leave.
- A newspaper starts out with built-in advantages as Bill Backvold, publisher of the Morgantown (N.C.) News-Herald, points out. "Most advertisers dislike having their inserts merged one into another as is the case in direct mail, and that gives us a competitive advantage. Also, the insert has a lot more chance of being read when it is delivered as a part of the newspaper."
- Other techniques are being employed successfully by newspapers to protect their insert business. The Spartanburg (S.C.) Herald and Journal provides delivery service for inserts to nonsubscribers at minimal charge whenever an advertiser requests total market coverage. Many other newspapers offer TMC or zoning by ZIP Codes, separate editions and other ways to suit the advertiser. Some newspapers have even launched their own direct-mail business [**presstime**, Feb. 1982, p. 15].

Saturation coverage of a state or region may have initial appeal and cause some advertisers to pull their inserts out of newspapers. However, many publishers seem unconcerned by the threat and report success in eventually recovering these insert advertisers who have dropped out.

These advertisers recognize that newspapers have some decided advantages. Newspapers allow an advertiser enough flexibility for price differentials desirable in various parts of a market. Newspapers can serve an advertiser's need to concentrate on selected areas where the advertiser has stores. And newspapers offer a guaranteed delivery date, an important element in time-sensitive retail campaigns.

Much of this can be summed as greater cost effectiveness, which is the ultimate test of any advertising program. ☐

Edwards, director of membership development for ANPA, spends about half of each year on the road visiting newspapers and meeting with their top executives. His column focuses on some of the activities and concerns of the smaller newspapers within the Association.

Tax policies seen as key force behind newspaper acquisitions

By Elise Burroughs
presstime staff writer

Government tax policies—especially estate taxes, penalties on retained earnings and rules on capital gains, investment and depreciation—are key factors in the growth of group-owned newspapers in the United States.

The desire to avoid paying taxes appears to be a bigger stimulus for newspaper companies to acquire other newspapers than the theoretical ability of groups to offer efficiency, management expertise and faster adoption of new technology.

Those are among the preliminary findings of a Rand Corp. economic survey of more than 200 U.S. daily newspapers.

Conducted by James N. Dertouzos, a Rand economist and former Stanford University economics professor, the survey project was commissioned by the U.S. Small Business Administration as a case study on the effects of tax policies on small businesses [**presstime,** July 1981, p. 65].

The study looked at why the newspaper business changed from 1910, when only 13 companies owned more than one newspaper, to 1980, when 155 groups owned more than 60 percent of all U.S. dailies.

Contradicting some theories that were devised and tested, responses revealed no significant differences between independent and group newspapers in areas such as efficiency of operation, management expertise or speed in adopting new technology.

"For the most part, independent firms are indistinguishable from newspapers that are subsidiaries of larger corporations," Dertouzos stated in a preliminary report on the findings.

"On the other hand, there is evidence that tax incentives are pivotal. This combination of factors leaves us with the disturbing conclusion that the ownership of the industry is primarily the result of distortions in the tax laws."

Dertouzos found that on one hand, current estate tax law "can make it quite impossible for heirs of family enterprises to retain ownership of properties." Furthermore, "there exist definite tax incentives for corporations which encourage the acquisition of other companies."

His findings echo those of the former ANPA Tax Law Task Force, which in 1979 recommended legislation to change federal estate tax law so that heirs would not, in effect, be prohibited from retaining ownership of closely held businesses, including newspapers. Since 1979, that effort has been continued by the newspaper-business-wide Tax Law Action Group [**presstime,** Jan. 1982, p. 9].

One of the group's principal recommendations focuses on how the Internal Revenue Service values newspaper properties. Instead of setting valuation on the basis of market value—the sale price a company would bring on the open market—the group recommended that valuation be based on the company's present and historical financial condition.

Rand has reached the same conclusion.

Although recent changes in the tax laws eased some estate-tax burdens [**presstime,** September 1981, p. 11], Rand found that "IRS assessment methods based on selling prices rather than ongoing business values will continue to force sales of newspapers. This is because selling prices will reflect a variety of tax benefits which accrue to the firm making the acquisition."

In other words, not only does an acquisition put to use money that otherwise would be taxed, it also yields new property to depreciate for additional tax savings.

In fact, the tax advantages of acquisitions are so significant that Dertouzos calculated that on the average, every dollar spent on buying a newspaper generates a 25-percent savings on taxes for the purchaser. That helps explain the escalating prices—some pegged at up to 45 times net annual income—paid for newspapers over the last decade [**presstime,** May 1981, p. 4].

Because the survey revealed so few economic differences between independent and group newspapers, Dertouzos said it offered little insight into the longstanding question of whether either type is better or worse for society.

"In the spirit of the First Amendment, we are not suggesting direct government interference in media industries. Indeed, the absence of evidence that group newspapers, on average, operate in a manner which is measurably different from independents can be given a positive interpretation," he said.

But, he added, understanding how tax laws affect the newspaper business, as well as other businesses, may be crucial in setting future government economic policy.

"In particular, tax benefits are likely to be a primary motivation in the merger activity occurring elsewhere. If these policies were meant to stimulate the types of investment which add to the economy's real stock of capital but instead simply encourage transfers of property, they require reform," said Dertouzos.

The study indicates that in addition to changing the estate tax laws policy makers should consider whether the requirement that firms grow only in related industries creates disincentives for investment.

It concludes that "the rules for depreciation, capital gains rates and investment tax credits are meant to stimulate net growth in the economy. We have seen that they may, instead, merely encourage interim transfers with no net benefit to society. The tax structure was not meant to encourage mergers. Thus the tax laws must be revised so that distinctions between real investments and the purchases of existing assets can be made."

Dertouzos said in late February that the Rand Corp. planned to issue a report on his findings within six weeks. Nothing in the report will identify the newspapers that participated. Findings will be released to the SBA and to participating newspapers. ☐

Digest offers innovative tips

The American Society of Newspaper Editors is distributing a 10-page digest of about 150 editorial and promotional innovations tried by newspapers during the past three years. It was produced by ANPA.

Copies are available without charge from ASNE, The Newspaper Center, P.O. Box 17004, Washington, D.C. 20041. ☐

An epitaph: 'In Philadelphia, nobody reads The Bulletin'

The Bulletin of Philadelphia closed Jan. 29, but in late February there were union pickets outside the building protesting provisions for severance pay.

Inside, Publisher N.S "Buddy" Hayden and other executives were wrapping up the countless details involved in shutting down a major newspaper.

"It's not a damn bit of fun," Hayden said. He was in the process of negotiating a sale of equipment.

Human Resources Director Candi Van Meter said she had enough work in front of her to stay busy for the next five months.

The Florida-based Charter Co.—an oil, insurance and communications conglomerate—closed the 134-year-old afternoon daily after efforts to find a buyer failed [**presstime**, Feb. 1982, p. 48].

The action followed the Dec. 16, 1981, closing of the Philadelphia Journal. Thus, Philadelphia in less than two months went from a city with four daily newspapers owned by three different companies, to one with two dailies—The Philadelphia Inquirer and the Philadelphia Daily News—owned by one company, Knight-Ridder Newspapers Inc.

The Inquirer's circulation as of March 31, 1981, was 428,862; the News' was 232,190. Vice President/Public Affairs William Broom said that since The Bulletin's closing, the Inquirer's circulation was up a little more than 100,000 and the News was up nearly 65,000.

With The Bulletin's folding, their biggest competitor, he said, is the Camden (N.J.) Courier-Post (evening, 115,745), just across the Delaware River. There are also 14 suburban dailies in the metropolitan area, and all, including his own, are "sampling heavily," Broom reported.

As for the post-mortem picketing, The Bulletin had agreed last August to grant union employees one week's severance pay in addition to whatever their labor contracts provided. But the picketers said they wanted the maximum 45 weeks' pay given editorial employees and other white-collar workers who were not represented by a union.

UPI

Photographer Bill Owens consoles news staffer Peggy Higgins after learning that The Bulletin was folding.

Severance pay provisions in the union contracts ranged from two to eight weeks.

One of the aims of the picketing, management believed, was to prevent removal of equipment from the building.

The Bulletin's closing meant the loss of 1,743 full-time jobs. Broom said the News hired several Bulletin columnists and sports writers, and the Inquirer also hired some editorial people whose bylines weren't so well known. He said the Inquirer is expanding its suburban coverage.

Meanwhile, in New York City, the Daily News continued to publish as its owner, the Chicago-based Tribune Co., pressed its efforts to find a buyer. But Stanton R. Cook, the Tribune Co.'s president and chief executive officer, emphasized that "no timetables are involved." ☐

2 alleged Klansmen arrested in shooting at black weekly

Two men whom police identify as members of the Ku Klux Klan have been arrested in connection with the firing of gunshots into the office of the Jackson (Miss.) Advocate, a black-owned weekly newspaper. No one was hurt in the incident, which took place shortly after midnight Jan. 16.

Kenneth Painter, 35, and Larry Walker, 35, were free on bond in late February, awaiting action by the Hinds County Circuit Court Grand Jury. Painter has been charged with shooting into a usually occupied dwelling, a felony. Walker has been charged with federal firearms violations and vandalism.

Jackson Advocate Publisher Charles W. Tisdale said it is not unusual for newspaper employees to be in the building after midnight and some probably would have been the night of the shooting had it not been for bad weather. Tisdale said approximately 150 shots were fired into the building, 15 over his desk.

That incident follows one last Dec. 19 in which, Tisdale said, shots were fired and a fire bomb tossed into the newspaper office. He said he does not know whether the two acts of violence were related.

Earlier that year, some typesetting machinery was sabotaged at the newspaper's office and its distribution boxes on the street were vandalized, the publisher said.

Police have not filed charges in the other incidents.

They could have been caused by members of the black community unhappy with his news coverage, Tisdale believes. "The whole issue is what we print, not that we are black," he said. "We deal with black corruption as well as white corruption." ☐

Press associations: changes in command

International Newspaper Advertising and Marketing Executives, at its Jan. 31-Feb. 3 semiannual sales conference in Washington, D.C., elected the following officers:

- President—Joseph F. Flanagan, Milwaukee Journal and Sentinel
- President Elect—Leo L. Kubiet, St. Petersburg (Fla.) Times and Evening Independent
- First Vice President—Woodrow G. Shadid, The Daily Pantagraph, Bloomington, Ill.
- Second Vice President—James E. McKearney Jr., Kansas City (Mo.) Star and Times ☐

Newspaper notes

Leland Schwartz has filed for reorganization in bankruptcy for States News Service in Washington, D.C. He asked the federal bankruptcy court for quick action so that a joint venture company can purchase the service, which with 25 employees provides local news coverage of federal government activities for about 70 U.S. newspapers. The Pulitzer Publishing Co. of St. Louis and Indian Head Corp., a New York electronic data base publisher, have formed the joint venture, SNS Ventures, which has offered to pay $10,000 for the service's assets if its $700,000 debt can be eliminated. The venture has had operational control over the news service since Feb. 5.

Despite an infusion of funds from Knight-Ridder Newspapers Inc., The Charlotte (N.C.) News (evening, circulation 45,097) could not turn around declining circulation and "deficit spending" and has **dropped its Saturday edition.** It continues to publish Monday through Friday.

Responding to predictions by some observers that the News may join the ranks of other afternoon dailies that have gone out of business, Managing Editor John Epperheimer said, "We hope that won't take place, and we're optimistic that it won't."

Epperheimer also said reports that "many" staffers at the newspaper are looking for new jobs is exaggerated. "Some may be looking, but we haven't had any more turnover since the announcement than we normally have."

Knight-Ridder also publishes The Charlotte Observer (morning, 167,336).

• • •

The ANPA Credit Bureau Inc. will hold a **credit and collection management training seminar** March 24-25 at the Sheraton International Conference Center in Reston, Va.

"A lot of people in the media credit and collection business have little or no formal training in credit and collection," explained James Ralph, vice president of the credit bureau.

Speakers at the two-day seminar will include experts from the legal profession and collection industry. It is open to ANPA members and to credit bureau subscribers. Cost is $200 per person.

For more information, contact Ralph at The Newspaper Center, Reston, Va.; (703) 620-3700.

• • •

The proposed **merger** between the Des Moines Register & Tribune Co. and the Minneapolis Star and Tribune Co. has **hit a snag,** and a committee of directors of the Des Moines company has recommended that its board end merger talks.

According to published reports, there were disagreements on the value of the properties involved. The Des Moines board of directors will consider the committee's recommendation this month.

John Cowles Jr., president of the Minneapolis company, said in February that he was aware there were differences between the two companies, but he expressed surprise at the Des Moines committee's recommendation. Controlling interests in both companies are held by "five or six" branches of the same family, he noted [**presstime,** Oct. 1981, p. 53].

Cowles had no comment on the action by the Des Moines committee, but he said he did not rule out merger discussions in the future.

• • •

The Pioneer Newspapers **group has been dissolved.**

Four former Pioneer dailies merged with the three daily and several weekly newspapers of Swift Newspapers Inc. to form Swift-Pioneer Newspapers Inc.

There is equal participation in the new company by James G. Scripps, principal of Pioneer Newspapers, and Philip E. Swift of Swift Newspapers. Its corporate headquarters will be at the former Swift offices in Carson City, Nev.

Three other Pioneer dailies and several weeklies have been redesignated the Scripps-Ifft Newspapers. G. Nicholas Ifft participates equally with James G. Scripps in this group.

And the remaining Pioneer dailies and several weeklies have been designated the James G. Scripps Newspapers.

The latter two groups have corporate headquarters in Seattle, where Pioneer Newspapers Inc. was located.

• • •

As a result of a chance conversation between an airline president and a newspaper executive, Southam Inc. launched Airnews—a compact, 16-page **morning daily designed for the business air traveler.**

About one-quarter the size of a standard broadsheet edition, Airnews can be read by a passenger without elbowing the person in the next seat. It contains chiefly Canadian Press and Associated Press wire copy, with roughly equal allotments for international, national, business and sports news.

Airnews is being distributed on a test basis aboard TWA, Pacific Western, Air Canada and CP Air flights in Canada. ☐

letters

Researcher takes issue

I am writing to correct the recent article by Philip Meyer on "A Struggle With the News Research Problem" in the February issue of **presstime**. . . . I feel that his facts and figures in one particular instance are both misleading and could deprive the newspaper industry of a useful tool known as segmentation analysis.

The **presstime** article mentions:

> Much of the research in this area is still experimental, and it sometimes leads to disappointingly unstable results.
>
> For example, several years ago, Yankelovich, Skelly and White did a psychographic study of the Chicago market for the Tribune. It turned up a group called the "strivers," which was young, affluent, suburban, upwardly mobile and in need of service information. Major design changes in the newspaper, both in format and content, were aimed at capturing this group.
>
> One of the beauties of such a strategy is that it can be validated. If the strivers are real, they will still be there when the researcher goes back years later. . . .
>
> The results of the Tribune's follow-up study several years later were disappointing. When the analysis that had originally been used to identify the strivers was repeated, the group was no longer clearly defined.
>
> . . . Undaunted, the researchers created an objective scale to identify the kinds of people who were defined as strivers in the earlier study, so that they could be tracked in the follow-up inquiry.
>
> Again, the results were somewhat disappointing. The Tribune was doing better among certain young, affluent groups, but they were not strongly identifiable with the strivers.

The actual facts, which can be checked, are quite different.

Using a statistical clustering technique known as Singleton-Kautz in 1975, we identified, on the basis of lifestyles, values and attitudes, four groups of present and potential readers—one of which was the "strivers," whom we underscored as a key target audience for the paper.

In 1980, using exactly the same items we repeated and again measured the *same* four groups. We found that the strivers were still not only very much a part of the marketplace—but that they had actually increased in size. Were their reading interests exactly the same? No, for over a five-year period, people's interests and information needs do and should indeed change. Why were there more of them? As became clear in the late seventies and early eighties, better educated, more affluent, young people did indeed become career oriented and, if anything, more striving.

Add to this change that more single, affluent young people accelerated in their determination to live in the center city . . . and also that a new generation of better educated, young blacks and other minority groups were beginning to find their places on the corporate ladder. If the strivers were a correct key target in 1975, the figures in 1980 reaffirmed and emphasized their importance to our client.

This is quite a different story than Philip Meyer tells. The important point, however, is not only to correct an error, but rather to indicate how useful this method of analysis can be for planning purposes.

This letter also affords me an opportunity to correct a rather faulty impression in the December issue of **presstime** that mentioned in its profile that:

> But there are at least two schools of thought on newspaper research, Timberlake says. Clark, with her "eclectic" approach utilizing small focus groups of respondents, represents one school. The other school—the "purists"—feels that "survey research techniques with rigid sampling should really be the industry standard."

The truth of the matter is that I am a devotee of the focus group method for hypothesis generation—but wouldn't invest my client's or my own money on the accuracy of the results. What I'd like to be known as is a firm proponent of well conceived and executed projectable statistical research—but based on measuring hypotheses generated by those most concerned and involved, with the focus group one good method for collecting this information.

Ruth Clark
Senior vice president
Yankelovich, Skelly and White Inc.

Author Philip Meyer replies:

Ruth Clark's views on this project are obviously important, and I would certainly have included them had I realized that the results were disputable. My interpretation was based on talks with Tribune staffers, and its point—that action based on psychographic studies is hard to validate—remains unchallenged. The new "strivers" were so demographically different from the old that a simple comparison across time was useless, and the chance for easy validation of the original strategy did not exist. Nevertheless, validation is a goal that researchers should seek and editors should demand.

A vote for non-dailies

Thanks to the ANPA Board for its recommendation that non-dailies be granted full voting rights in the Association and to Chairman Graham for her comments on the matter in the January edition of **presstime.**

Having had the good fortune to work in both the metropolitan daily and suburban non-daily environments, I agree with the conclusion that our problems, needs and concerns are quite similar. Moreover, our fundamental goals are identical. We seek to package and distribute relevant and credible information for the benefit of our respective readers. For too long, we have ignored this commonality because of the differential in frequency of press run.

There are those who will argue the case against the adoption of the amendment on the basis that we are competitors. Indeed, in some markets we represent major competition. But the defeat of this amendment will do little to lessen the reality of media competition.

Lastly, those who accept the premise of commonality of needs and aspirations would further have to agree that in the long run we complement one another. By expanding the base of knowledge, viewpoint, and experience, the industry can increase the probability of achieving a major goal: to promote the readership of newspapers.

Joseph A. Cocozzo
Publisher, president
San Diego Operations
Harte-Hanks Communications Inc.

Marcil, Johnson head list of officer nominees

William C. Marcil

Richard J. V. Johnson

Alvah H. Chapman Jr.

Frank Daniels Jr.

Frank A. Bennack Jr.

Edward W. Estlow

Jacques-G. Francoeur

George W. Wilson

At the San Francisco Convention annual business meeting April 27, the ANPA Nominating Committee, on behalf of the Board of Directors, will nominate four new Association officers and four new directors, according to Committee Chairman Allen H. Neuharth, chairman and president of Gannett Co. Inc.

Vice Chairman William C. Marcil will be nominated to become chairman and president. Marcil is president and publisher of The Forum, Fargo, N.D. He became a member of the ANPA Board in 1977 and has served as the Association's secretary. He also has been chairman of the Membership Committee and a member of the Postal Committee.

Treasurer Richard J.V. Johnson, president of the Houston Chronicle and an ANPA director since 1978, will be nominated to become vice chairman of the Association. He was chairman of the Facilities Planning Committee which developed plans for the addition being built at ANPA headquarters in Reston, Va. He also has served as a member of the Labor and Personnel Relations Committee, and he headed the action group which developed **presstime** as the Association's journal.

Director Alvah H. Chapman Jr., who has been on the Board since 1977, will be nominated to become secretary. He is president and chief executive officer of Knight-Ridder Newspapers Inc. and is completing a two-year term as chairman and president of ANPA Foundation. He also has served on the Government Affairs Committee.

Director Frank Daniels Jr., who became a member of the Board in 1975, will be nominated to become treasurer. He is president and publisher of The News and Observer and The Raleigh (N.C.) Times. He is a former chairman and president of ANPA Foundation and served as chairman of an action group which reviewed and revised the Association's dues and revenue structure. His father, Frank Daniels Sr., also served as ANPA treasurer.

Nominating Committee Chairman Neuharth said the four newspaper executives who will be nominated to become new directors are:

- Frank A. Bennack Jr., president and chief executive officer of The Hearst Corp. He is a member of The Hearst Board of Directors and its Executive Committee; treasurer and director of the Newspaper Advertising Bureau; a director of the Advertising Council; a trustee of the William Randolph Hearst Foundation of California and a director of the Hearst Foundation of New York. He was educated at the University of Maryland and St. Mary's University.
- Edward W. Estlow, president of The E.W. Scripps Co., parent company of Scripps-Howard. He is a director of Scripps-Howard Broadcasting Co. and of the Charleston (W.Va.) Daily Mail; director of 35 Scripps-Howard subsidiaries; chairman of the Newspaper Advertising Bureau; a past director of the Advertising Council; a member of the University of Denver Board of Trustees; and a graduate of the University of Denver.
- Jacques-G. Francoeur, president of UniMedia Inc., a holding company for more than a dozen Canadian newspapers and commercial printing plants. He is a past president of the Canadian Daily Newspaper Publishers Association; a former president of the Quebec Dailies Association; a member of the executive committees of the International Press Institute of the Canadian Press and of the Canadian Section of the Commonwealth Press Union; and past chairman of the board of Canadian Executive Service Overseas. He studied at Notre-Dame College, St. Laurent College and Sir George Williams College.
- George W. Wilson, publisher of the Concord (N.H.) Monitor and president of Newspapers of New England Inc. He is president of the New England Newspaper Association; a former director of the New England Newspapers Advertising Bureau; a member of the ANPA Government Affairs Committee and a former member of the News Research Committee. He is a graduate of Harvard and of the Program for Management Development of the Harvard Graduate School of Business Administration.

Eleven sitting ANPA directors will be nominated for re-election to additional two-year terms on the Board. They are:

Garner Anthony, chairman and chief executive officer of Cox Enterprises Inc., Atlanta; William H. Cowles 3rd, publisher and president, The Spokesman-Review and

Spokane (Wash.) Daily Chronicle; Robert F. Erburu, president and chief executive officer of The Times Mirror Co., Los Angeles; Katharine Graham, chairman of the board of The Washington Post Co.; Edwin L. Heminger, editor and publisher, The Courier, Findlay, Ohio; John B. Lake, publisher and executive vice president of The Times Publishing Co., St. Petersburg, Fla.

Also, K. Prescott Low, president and publisher of The Patriot Ledger, Quincy, Mass.; Robert G. Marbut, president and chief executive officer of Harte-Hanks Communications Inc., San Antonio; Warren H. Phillips, chairman and chief executive officer of The Wall Street Journal, New York; Donald N. Soldwedel, president and publisher of The Yuma (Ariz.) Daily Sun; and Arthur Ochs Sulzberger, chairman of The New York Times Co. and publisher of The New York Times.

Marcil has indicated that, if he is elected to the presidency, he will appoint Mrs. Graham, whose tenure as ANPA chairman and president will expire at the San Francisco Convention, to succeed Neuharth as chairman of the Executive Committee. That committee consists of the chairman and president, vice chairman, secretary, treasurer, executive vice president and general manager, and the immediate-past chairman and president.

Directors whose terms do not expire this year are:

- Helen K. Copley, chairman and chief executive officer of The Copley Press Inc., La Jolla, Calif.
- Charles M. Meredith III, publisher of The Free Press, Quakertown, Pa.
- Lloyd G. Schermer, president of Lee Enterprises Inc., Davenport, Iowa.

Directors who have completed the customary eight-year tenure on the Board and who will be retiring at the Convention are:

- Stanton R. Cook, publisher of the Chicago Tribune.
- Neuharth, a former ANPA chairman and president.

In addition, two other directors are retiring from the Board this year at the end of two-year terms:

- Margaret L. Hamilton, former president and chief operating officer of Thomson Newspapers Ltd., Toronto.
- Beland H. Honderich, chairman, publisher, Toronto Star Newspapers Ltd. ☐

Convention registration tops normal pace; Gen. Jones, AT&T's Brown join speakers

Registration for the 96th Annual ANPA Convention is running 8 to 10 percent ahead of that for the same point in recent years, according to Thomas C. Fichter, the Association staff executive overseeing the event.

Fichter, vice president/comptroller and assistant general manager, attributes the registration surge to the lure of San Francisco and to the lineup of speakers and topics for the April 26-28 event.

He says that the current fare war involving transcontinental airlines also may be a contributing factor. Fares have dropped to as low as $234 round trip from certain East Coast cities to San Francisco, but the situation is in flux, and Fichter advises checking with a travel agent to assure the best fare.

New additions to the Convention speakers' lineup are Air Force Gen. David C. Jones, chairman of the Joint Chiefs of Staff, and AT&T Chairman Charles L. Brown.

Previously announced speakers include two Reagan administration officials with cabinet rank—Treasury Secretary Donald T. Regan and UN Ambassador Jeane C. Kirkpatrick; two leading members of the Democratic opposition—House Speaker Thomas P. "Tip" O'Neill Jr. and Sen. Edward M. Kennedy, both of Massachusetts; Federal Communications Commission Chairman Mark Fowler; and CIA Deputy Director Bobby R. Inman [**presstime**, Feb. 1982, p. 49].

Time slots for speakers will be listed in a day-by-day Convention schedule to be published in the April issue of **presstime**. That detailed schedule also will list discussion topics, the last of which are in the process of being selected.

In addition to those scheduled sessions previously reported, there will be a session on "Successful Newspapering in the 1980s; What Kind of Editing Works."

Registration, meal function and hotel reservation forms, which were distributed in January, are to be returned to ANPA by the 15th of this month. ☐

Board sets 9 objectives for planning

The ANPA Board of Directors has established nine objectives for the Association as a part of the new strategic planning process [**presstime**, Dec. 1981, p. 46].

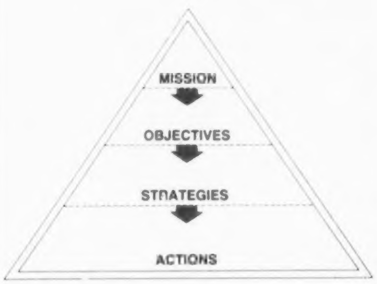
In her **chairman's corner** column this month, ANPA Chairman and President Katharine Graham has listed these objectives and has asked members for their ideas on programs and projects to meet them.

To facilitate response, a pull-out card is included in this edition of **presstime**.

The planning schedule now calls for the following actions to take place on these due dates:

- March 15—committees and staff develop concepts for strategies and actions
- April 24—Board reviews/ranks strategy and action concepts
- May 17—ranking results reported to committees
- Aug. 9—committees and staff complete detailed strategies and actions concerning timetables and budget estimates
- Sept. 15—Board reviews/ranks detailed strategies and actions
- Sept. 22—ranking results reported to committees
- Dec. 1—Board adopts 1983 budget.

ANPA PLANNING STRUCTURE



A bulldozer clears the land behind The Newspaper Center building in Reston, Va., as work continues on the $5.5-million expansion project. The 55,700-square-foot, two-story addition will house ANPA's technical operations now located in Easton, Pa. Wigton-Abbott Corp. of Plainfield, N.J.—which designed the addition as well as the existing 33,000-square-foot Reston headquarters building—has the construction contract.

ANPA: *serving the membership*

Car rental discount increased; extra $50,000 in savings seen

ANPA members are now realizing added savings through the Hertz Corp.'s flat-rate car-rental discount program.

Through renegotiation by the Association's Membership Services Department, the discount has been increased from 10 percent to 13 percent.

The flat-rate discount replaced the 35-percent, time-and-mileage discount that existed until last June. The flat-rate program offers a fixed daily or weekly charge with no cost for mileage.

Under the flat-rate plan, average cost per rental vehicle is significantly less.

In 1980, with the 35-percent discount, ANPA-member newspapers rented 16,385 cars for a total of $2,059,325. The average cost per rental vehicle was $125.89.

By comparison, under the 10-percent flat-rate discount, ANPA members during the last quarter of 1981 rented 4,157 cars for $423,920. The average cost per vehicle was $91.78.

The extra 3-percent discount negotiated into the 1982 contract is expected to save ANPA members an additional $50,000.

The Hertz discount program, available to all ANPA-member newspapers, provides a less expensive leasing plan than newspapers likely can obtain individually.

To date, more than 9,000 discount cards have been issued, and approximately 80 percent of ANPA-member newspapers are using the plan.

To obtain car rental discount cards and further information about the leasing plan, contact Lucy Berger, ANPA Membership Services Department at The Newspaper Center. ☐

This column reports on activities of individual ANPA departments.

New member

THE NEWS REPORTER

Whiteville, N.C. (circulation 9,345). James C. High, publisher. ☐

Essays deal with misconceptions

The role of the marketplace in shaping the media, as well as other media issues that continue to perplex many Americans, led the Institute for Contemporary Studies to commission the book, *What's News: The Media in American Society*.

The 296-page publication is a compilation of essays by 12 media authorities and commentators. Editor Elie Abel, professor of communication at Stanford University, says he hopes it "will help to clear away certain popular misconceptions and to stimulate informed discussion about the media's role in American society."

Copies are available for $7.95 from the institute, Suite 511, 260 California St., San Francisco, Calif. 94111. ☐

Writing begins before typing

All good writers understand that writing is "not merely an aesthetic ballet in which words dance onto paper. Writing is thinking," says Bob Baker, author of *Newsthinking: the Secret of Great Newswriting*.

In his 206-page book, the Los Angeles Times staff writer emphasizes the importance of the pre-writing process—"the thought process all reporters go through before they hit the first typewriter key."

The book was published by Writer's Digest Books, 9933 Alliance Road, Cincinnati, Ohio 45242. Cost is $11.95 plus $1.25 for postage and handling. ☐

Winning graphics compiled by group

A collection of outstanding work in graphic journalism is featured in *The Best of Newspaper Design 1980-1981*.

Published by the Society of Newspaper Design, the 98-page book displays winning entries in 20 categories of design in the society's second annual competition.

The book costs $15 ($18 for residents outside the United States and Canada) plus $1.50 for postage and handling. Order from Second Edition, P.O. Box 15359, Seattle, Wash. 98115. ☐

speeches

George R. Fain Jr.

Robert A. Sproat

James D. Marchal

Grover J. Friend

Single copies of the following speeches are available without charge from the ANPA Public Affairs Department at The Newspaper Center, Reston, Va.:

From the International Newspaper Advertising and Marketing Executives semiannual sales conference, Washington, D.C., Jan. 31-Feb. 3:

- **Newspapers in the '80s.** ANPA Chairman and President Katharine Graham, chairman of the board, The Washington Post Co.
- **"We Have Met the Enemy and They Is Us."** Walter E. Mattson, president, The New York Times Co., and chairman, Standard Advertising Unit Working Committee.
- **Using a Non-Subscriber File to Complement ROP and Preprints.** George R. Fain Jr., marketing manager, Greenville (S.C.) News and Piedmont.
- **Organization for Sales.** Robert A. Sproat, service director/circulation, Dallas Times Herald.
- **Newspaper Co-op Network: Breakthrough for the Manufacturer.** James D. Marchal, advertising director, The Courier-Journal and The Louisville (Ky.) Times, and INAME Co-op Committee chairman; and Frank Hennessey, vice president/co-op, Newspaper Advertising Bureau.
- **Newspapers: Change and Challenge.** John Morton, Morton Research, Lynch, Jones & Ryan, Washington, D.C.
- **The Challenges Facing Advertising.** Howard H. Bell, president, American Advertising Federation, Washington, D.C.
- **Newspapers' Role in Sears' Media Mix.** David G. Slothower, national retail sales manager, Sears Roebuck and Co., Chicago.

• • •

From the Audit Bureau of Circulations annual conference, Chicago, Nov. 3-5:

- **The Benefits and Problems Faced by Publications Converting from P.M. to A.M. Distribution.** Grover J. Friend, publisher, Bucks County Courier Times, Levittown, Pa.; Joseph Hladky III, president and publisher, The Cedar Rapids (Iowa) Gazette; John B. Raytis, administrative director, The Sacramento (Calif.) Bee; and John A. Burris Jr., circulation manager, Grand Forks (N.D.) Herald.
- **Communication: Key to Productivity.** Marie-Josee Drouin, executive director, Hudson Institute, Montreal, Canada.

• • •

- **The First Amendment: Where Is It Today?** Arthur B. Hanson, ANPA counsel emeritus, and attorney, Hanson, O'Brien, Birney and Butler, Washington, D.C. Virginia Press Association annual meeting, Richmond, Jan. 9.

Congressional Information
SKI Acquisitions Service Inc.
4520 East-West Hwy., Suite 800
Washington, DC
20014

March

ANPA/International Newspaper Promotion Association Newspaper Executives Marketing Seminar
Columbia Inn, Columbia, Md., March 7-13

ANPA/RI Basic Offset Press and Plate Seminar
ANPA Research Institute, Easton, Pa., March 8-12

ANPA Press/Bar Relations Committee meeting
International Club, Washington, D.C., March 8

ANPA/American Bar Association Task Force meeting
Hyatt Regency Washington, March 9

ANPA Government Affairs Committee meeting
Hyatt Regency Washington, March 9-10

ANPA Conference for Newspaper Men and Women
Don CeSar Hotel, St. Petersburg, Fla., March 14-17

ANPA Labor Relations Seminar
Radisson Hotel, Chicago, March 15-17

ANPA/RI Camera Techniques Seminar
ANPA Research Institute, Easton, Pa., March 22-26

ANPA Foundation Newspaper in Education Committee meeting
Maxwell House, Nashville, Tenn., March 23

ANPA Foundation NIE Conference
Maxwell House, Nashville, Tenn., March 24-26

ANPA Key Executive Seminar
Royal Orleans Hotel, New Orleans, March 28-April 1

ANPA Symposium on Pressroom Options
Hyatt Regency O'Hare, Chicago, March 30-31

April

ANPA/RI Basic Offset Press and Plate Seminar
ANPA Research Institute, Easton, Pa., April 5-9

ANPA Telecommunications Committee meeting
Hyatt Regency Washington, April 14-16

ANPA/ASNE/APME Leadership in the Newsroom Workshop
Hyatt Regency Crystal City, Arlington, Va., April 19-21

ANPA/RI Management Introduction to New Technology Seminar
ANPA Research Institute, Easton, Pa., April 19-23

ANPA Board of Directors meeting
Fairmont Hotel, San Francisco, April 24

ANPA Foundation Board of Trustees meeting
Fairmont Hotel, San Francisco, April 24

ANPA Training Committee meeting
Fairmont Hotel, San Francisco, April 25

ANPA Annual Convention
Fairmont Hotel, San Francisco, April 26-28

ANPA Circulation Committee meeting
Fairmont Hotel, San Francisco, April 28

ANPA International Kenaf Conference
Hyatt Regency San Francisco, April 29

May

ANPA/RI Direct Screen Color Separation Seminar
ANPA Research Institute, Easton, Pa., May 3-7

ANPA/International Circulation Managers Association/Newspaper Personnel Relations Association/INPA Circulation Managers Workshop
Radisson Hotel, Chicago, May 17-19

ANPA/RI Camera Techniques Seminar
ANPA Research Institute, Easton, Pa., May 17-21

ANPA/RI Advanced Offset Press Operations Seminar
ANPA Research Institute, Easton, Pa., May 17-21

ANPA/INPA Strategic Planning Seminar
La Coquille Club, Palm Beach, Fla., May 23-26

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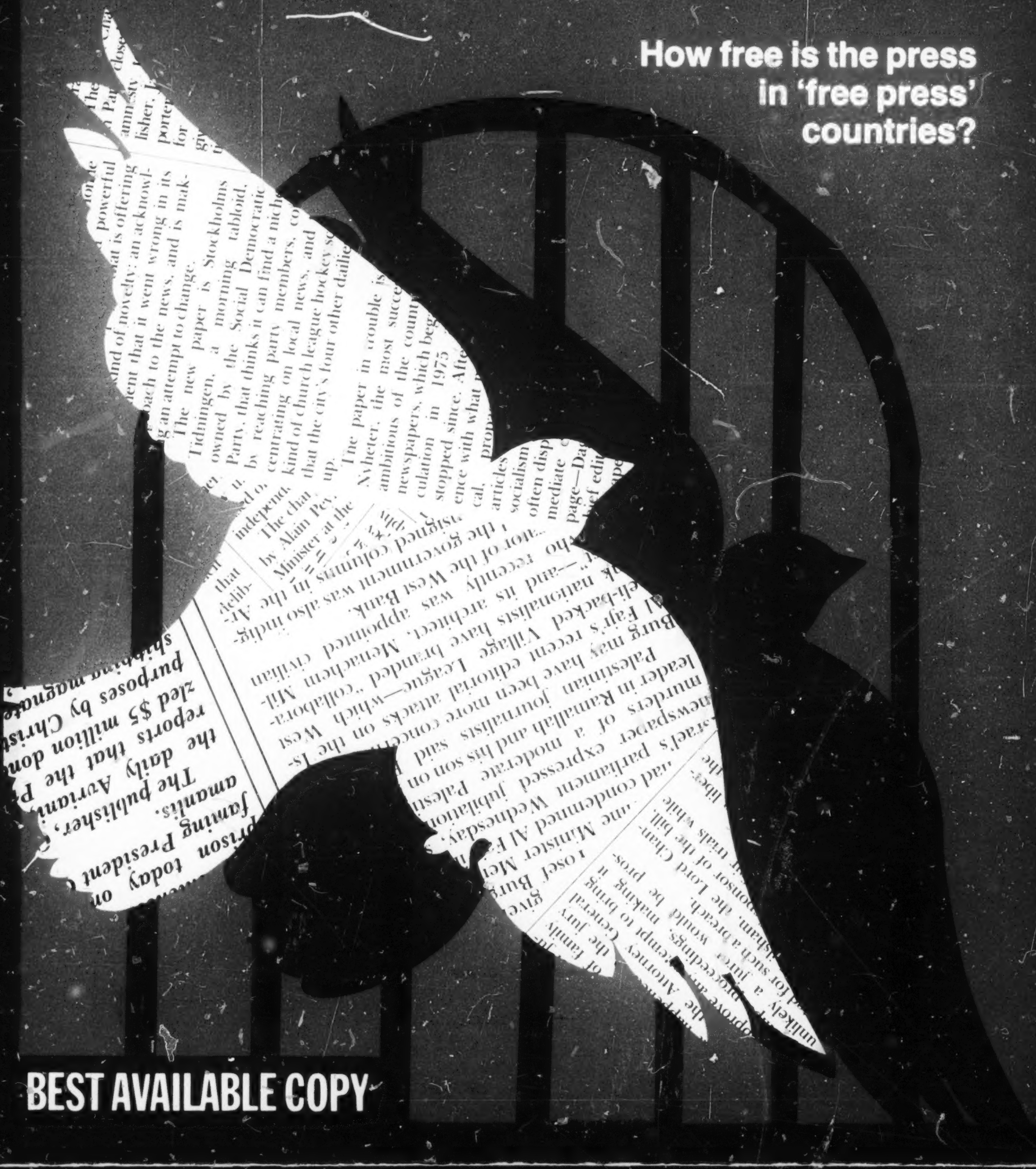
presstime

The Journal of the American Newspaper Publishers Association

April 1982

How free is the press in 'free press' countries?



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chairman's corner

Newspapers' credibility gap jeopardizes press freedom

Nothing is more fundamental to the future of newspapers than the confidence of our readers. We can expect public support in our struggles with those who would impose new limitations on the press only if the citizenry believes that what appears in newspapers is accurate, fair and responsible.

Katharine Graham

American newspapers today probably come closer to meeting this journalistic ideal than at any previous time in history. Reporters and editors are better educated, more thoughtful, and bring more expertise to bear on the increasingly complex issues that confront our society than their predecessors of a generation before.

Why, then, do polls show a distressing lack of public confidence in press practices? In part, the suspicion reflects the passions aroused by the major events of the past two decades and the perception that the media—through the intensity of their coverage—were too much a participant. But there also continue to be too many lapses in basic journalism standards, ranging from rare but highly publicized cases of outright fiction, to the occasional conflict of interest, to the many small errors that creep into stories written under deadline pressure each day. All take a cumulative toll on press credibility.

Evidence of the growing public suspicion of the press can clearly be seen, moreover, at showings of the film, "Absence of Malice." After a run of movies and television shows depicting journalists as heroes, we hardly ought to become indignant about a film that focuses on the misdeeds of a reporter.

What *should* disturb us, however, is the way some audiences appear to accept the excesses committed in this film as typical of today's journalism. This, we all know, is far from the case. A number of newspapers probably have made individually one or more of the mistakes collectively depicted in this film. But more than any other business, we confess our errors publicly and take steps to try to ensure that they do not recur.

Yet somehow, we are not persuading our readers that we care. What remains is a public perception of newspapers as indifferent to whether what they print is wholly accurate, careless in wielding their enormous power, insensitive to the harm that almost casually can be caused.

That certainly is not how *we* view newspapers. But it would be a mistake to dismiss a concern this pervasive as wholly lacking in legitimacy. The most valuable asset we have is people's belief in what they read in newspapers. It is imperative that we deal directly and openly with any questions about our ethics or practices that serve to undermine that belief. Our ability in the years ahead to resist efforts to cut back press freedoms will depend on our readers' trust and support.

Kay Graham

Katharine Graham
Chairman and President

ANPA

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index

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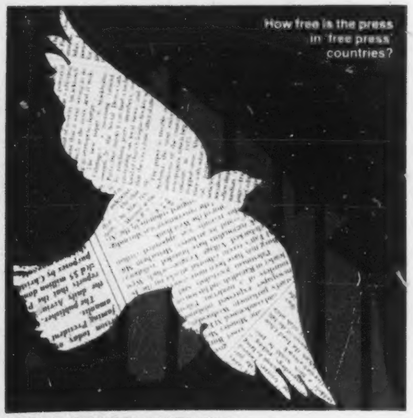
presstime Volume 4, Number 4 April 1982


How free is the press in 'free press' countries?

"FREE PRESS" NATIONS, p. 4
(Cover art by Robert Lovelace.)

CABLE UPDATE, p. 20

SPANISH-LANGUAGE PRESS, p. 47

special report 4
At last count, the United States was one of 47 "free press" countries. But the degree of freedom varies from country to country, and in many places, today's freedom may be swept away with a shift in the political winds.

legislation 12
Government Affairs Committee hears lawmakers on FOIA, other issues.

postal affairs 15
Postal Service decides to keep its paid-subscriber and "requester" rules.

courts 16
Owners of the Alton (Ill.) Telegraph will fight in Bankruptcy Court to keep their newspaper.

transportation 18
ANPA tells ICC it opposes Conrail request for deregulation of boxcar traffic.

world press 19
Press groups react to violence against journalists in Central America.

readership 19
Quebec newspaper hosts cable television call-in show to get reader feedback.

telecommunications 20
The cable TV gold rush is still on, but some prospectors find the lode hard to mine.

profile 27
ANPA's man of the hour: Fargo, N.D., publisher William C. Marcil.

essay 28
Harold W. Andersen and John F. Dille Jr. offer differing views on regulation of broadcasters.

news-editorial 30
Age discrimination is alleged in newsrooms in New York and California.

education 32
Cuts in federal aid to college students could jeopardize newspapers' minority hiring goals.

advertising 34
Newspaper Advertising Bureau defines its role in governmental arena.

employee relations 36
The Newspaper Guild presses for work breaks for VDT operators.

circulation 41
It'll cost you only a dime, not a quarter, to buy a newspaper in Chattanooga.

technology 42
ANPA/RI is developing a classified ad-retrieval system with fast, powerful, search capabilities.

newspaper business 47
Newspapers from coast to coast respond in different ways to the Hispanic population boom in the United States.

newsprint 56
U.S. dailies' newsprint consumption dips in first two months of 1982.

Also in this issue

'Shoe' 15
regulations 18
books 55
exchange 57
ANPA Convention 58
speeches inside back cover
ANPA calendar back cover

Degree of freedom varies for 'free press'

By Elise Burroughs
presstime staff writer

When the United States stands up in international forums to champion a free press, it does not stand alone. Other nations—46 by one estimate—also enjoy a free press.

But the term "free press" does not mean exactly the same thing in other free-press countries as it does in the United States.

Αυριανή
THE Irish POST
De Telegraaf
SPAARBRI
Frankfurter Allgemeine
THE TIMES
Reagan admits ordering navy challenge to Libya
Le Monde

Like the United States, most free-press countries have laws governing libel, obscenity, invasion of privacy and antitrust matters. Unlike the United States, however, none of them enjoys anything like the protections afforded by the First Amendment to the U.S. Constitution.

U.S. publishers take for granted a degree of freedom that is greater than that experienced by their counterparts around the world, where even the "free press" must cope regularly with censorship, prior restraint, judicial gag orders and legal limits on who can be a professional journalist (see chart, p. 7). For example:

- Austria's judicial system includes specially designated "press judges" whose decisions have frequently resulted in prior restraint orders against the press.
- In Belgium, the title "professional journalist" can be used legally only by people who meet certain qualifications. People without those qualifications may work in the press, but if they call themselves professional journalists, they are liable for a fine.
- The Italian government recently agreed to subsidize newspapers' newsprint purchases, telephone services and mail deliveries. In return, newspapers must publicly identify their owners and financing sources and agree to limits on ownership. The new law has helped to spark the break-up of the country's largest media company, the Rizzoli group.

The number of free-press countries has declined slightly, from 51 in 1980 to 47, including the United States, today, according to Freedom House, a private, New York-based organization that monitors civil and political liberties around the world [presstime, April 1980, p. 6]. Free-press countries represent 31 percent of all nations, down from 37 percent two years ago.

Defining a free press. Ever-changing conditions in nations around the world make defining and toting up free-press countries difficult. Freedom of the press often waxes and wanes with the political climate, as new governments add new press laws to those already on the books—or ignore them. "A government can drag out press laws and make restrictions, or a liberal leader can ignore them," says John C. Merrill, a Louisiana State University journalism professor and author of several books on the press around the world.

Thus, Spain, Portugal and Greece in recent years have seen a tremendous flowering of press freedom under more democratic regimes. But in Turkey, Sri Lanka, Suriname and Gambia, it has been stunted.

"Of course, there is no such thing as an absolutely free press. Everything is a matter of degree," explains Merrill.

The degrees are measured by Freedom House, which ranks countries according to press freedom, as well as overall freedom, as "free", "partly free" and "generally not free."

Even in countries where freedom of expression and freedom of the press are not established, there is evidence of a continuing drive toward those goals. South Africa, Mexico, Kenya, Egypt and Nicaragua now fall into the two-thirds of the world that Freedom House considers less than free, but individual newspapers in those countries are pushing hard, at some personal risk, against the walls of government restrictions.

In free-press countries, such restrictions are minimal; editors and publishers, rather than government information officials, decide what is news and how it should be covered.

Some of the theoretically free countries listed by Freedom House are tiny republics such as Nauru in the South Seas and St. Lucia, St. Vincent and Dominica in the Caribbean. These nations are so economically underdeveloped that no daily papers are published there, although less-than-daily newspapers are.

Moreover, by Freedom House's definition, even countries such as Bangladesh, Nigeria, Botswana, Portugal and Spain, where governments own all or part of the newspapers, are ranked as free. This is because those governments allow journalists to criticize them and to present alternatives to the status quo.

The U.S. State Department also evaluates press freedom as part of its annual report to Congress, *Country Reports on Human Rights Practices*. It, too, generally considers the press free if it publishes unimpeded by censorship and if it can criticize government policy without fearing reprisals.

Unlike Freedom House and the State Department, the International Federation of Newspaper Publishers, known as FIEJ, equates a free and independent press with private ownership. "Its independence rests primarily on the existence of a private sector newspaper industry free of all government control and interference, with all the pluralism that implies," according to FIEJ President Frans Vink, managing director of Het Laatste Nieuws in Brussels, Belgium.

And the International Press Institute, which also publishes an annual roundup on press freedom, has an even narrower definition. "In charting press freedom over the years, it is becoming increasingly difficult to find more than perhaps 20 countries where such freedom can be said to exist," said IPI Executive Director Peter Galliner. "And invariably where it does, there are still a wide variety of restrictions."

According to IPI's London office, only the United States and developed Western democracies have a truly free press.

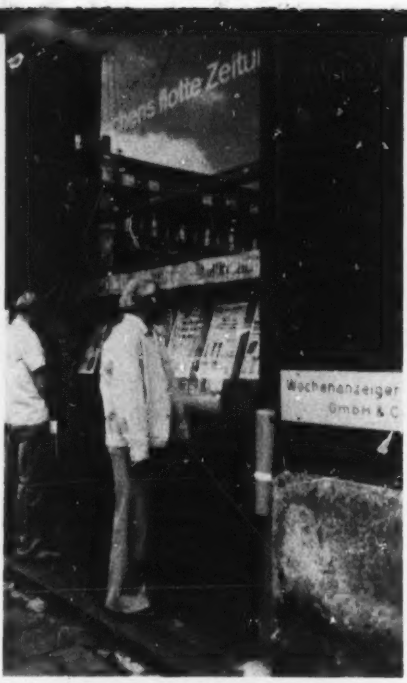
Besides the politically inspired restrictions, there are some that are economic in nature.

Like newspapers in the United States, newspapers around the world are faced with skyrocketing newsprint prices, increasing competition for advertising and readers, growing labor costs, and union disputes that complicate implementation of new, more efficient technology.

Against this backdrop of shifting political freedom and emerging economic controls, newspapers in free-press countries struggle with many common—and familiar—adversaries: the judiciary, military censors, secretive bureaucrats, governments dispensing subsidies, politicians proposing limits on ownership, and those who would license and register reporters and editors.

The courts. All free-press countries have laws and rules governing how the press covers judicial proceedings. And as in the United States, newspapers around the world have seen a recent surge in clashes with the judiciary.

During 1981, courts in France, Spain and Nigeria tried to punish newspapers that criticized them, and new press laws concerning newspapers' relationship with the courts were enacted in Great Britain and Austria.



Passers-by scan headlines in windows of the Pressehaus in Munich, West Germany.

Last year, the Paris daily Le Monde, its publishers and a reporter were charged with violating a French law against "attacking the authority and independence of the judiciary." The newspaper had published stories claiming the jailing of a free-lance writer was politically motivated.

The charges against the newspaper were dropped in a general amnesty after the election of President Francois Mitterand, but the law is still on the books.

In 1980, Juan Luis Cebrian, editor of one of Spain's most noted newspapers, El Pais, was fined and given a three-month jail sentence and two years' probation.

Cebrian had written an editorial criticizing another publication's conviction for violating press laws left over from the Franco regime. The sentence was suspended, and Cebrian kept working—under threat of going to jail for as little as a traffic offense. Nevertheless, El Pais continued to support democracy and warn against tendencies to restore a more authoritarian government.

Nigeria is one of only three African countries generally considered to have a free press (see story, p. 8). Under Nigerian law, a journalist may be held in contempt of court for "intentional disrespect" to any judicial proceding or to the bench. According to the IPI, Nigerian newspapers have been accused of undermining the independence and authority of the courts by printing stories critical of court actions.

In 1981 there were seven incidents in which Nigerian reporters and editors were arrested and beaten up or where newspaper offices were ransacked by political figures displeased about press reports. A number of court cases are pending over those incidents.

Newspapers in the United Kingdom and in many British Commonwealth countries—such as Canada, Australia and New Zealand—whose judicial systems are based on the British model, operate under special restrictions on covering trials. British law forbids publication of any information pertaining to the previous criminal record of the accused. A newspaper also may be held in contempt of court if it publishes comments that might prejudice the reputation for fairness of judges and the courts or might interfere with a fair trial. Newspapers violating these restrictions can be ruled in contempt of court and heavily fined.

In 1981, a new Contempt of Court Act came into force in Great Britain. Under its terms, reports on jury deliberations and interviews with jurors about trials—even after the fact—may not be published.

Similar rules have been suggested for U.S. newspapers as voluntary guidelines, but only in the state of Washington has a court tried to enforce them. That effort currently is being challenged in the courts. (See story, p. 16.)

Many journalists who operate under these restraints feel some limitations are justified. "The most basic right a person has is the right to a fair trial," explains Murray Burt, managing editor of The Free Press in Winnipeg, Manitoba. The type of coverage U.S. newspapers sometimes give to accused criminals can, he maintains, jeopardize defense efforts.

Burt has, however, successfully challenged some judicial practices. In the past three years, The Free Press has won the right to be present in three instances where Canadian judges had attempted to close courtrooms.

Libel laws based on the British judicial system also tend to be tougher on the press than libel laws in the United States. As in the United States, truth is an absolute defense, but it must be what Burt calls "provable truth."

While the law in the United States is unclear as to which party has the burden of proof, British law specifies that it falls on the newspaper; the person bringing the suit need not prove falsity.

And statements considered defamatory cover broad territory. In New Zealand, for example, courts have found it defamatory to state someone is rude or ungrateful, or that a man exhibited "unbrotherly" conduct.

Another type of judicial restraint is found in Austria—"press judges" who decide legal questions involving the media.

Under the terms of a press law enacted last year, anyone may apply to a judge for a court order to have an edition of a newspaper stopped or confiscated if they believe it contains a defamatory article. The judge then has a hearing to determine whether the article in question is defamatory, and if it is, the edition may be banned.

Also, someone who wants to correct or clarify a news article may apply to a judge and get a court determination of whether the story was accurate. If it is judged to be inaccurate, a newspaper must print a correction in the same prominence as the original story.

The new law is seen as an improvement over previous procedures, whereby anyone could demand a correction or clarification, and the newspaper had to print it and contest it later.

Eighteen other free-press countries have some mechanism—often termed a "right of reply" or "right of correction"—for making newspapers publish individuals' replies to stories they find offensive or corrections of factual errors. A bill to establish a right of reply was recently proposed in the British Parliament.

Yet in many countries, an independent judiciary can be a source of protection for the press. In 1974, the U.S. Supreme Court ruled unanimously that a Florida right-of-reply law was unconstitutional (*Miami Herald v. Tornillo*). And in India last year, courts turned down a government attempt to set advertising rates and voided a 21-year-old censorship law.

Censorship. Virtually every free-press country has an occasional battle over censorship. Although rare, they tend to center around information with alleged "national security" implications—witness the U.S. government's attempt to block publication of the Pentagon Papers in 1971.

Instability arising from perceived threats to national security recently opened the way for censorship in three free-press countries—Israel, Spain and Dominica.

"There is no such thing as an absolutely free press. Everything is a matter of degree."

John C. Merrill
Louisiana State University

Israeli military authorities in the past year have closed Arabic-language and English-language newspapers and censored reports on activities in military-occupied zones.

The State Department reports: "The East Jerusalem press is subject to censorship, but is frequently outspoken in its criticism of Israeli policies. Editorials and news items are regularly censored or excised. Orders restricting several editors to their homes or villages have been extended, making it impossible for them to work in their offices in East Jerusalem."

Government fear of terrorism was cited for a new press law enacted last year in Spain. The law says that in an emergency, the government may close newspapers and censor news.

And when a plot to overthrow the government was uncovered in Dominica last year, a state of emergency was declared by Prime Minister Eugenia Charles. According to the State Department, all press copy concerning the attempted coup d'etat had to be cleared with the government during the emergency, but no stories were denied clearance.

In March, India Today magazine was enjoined by a New Delhi lower court from publishing an article concerning charges of financial impropriety against a member of the Indian Parliament. It was the first issuance in that country of an injunction in a case that did not involve national defense or security. The implications for the press in India could be enormous if the ruling is upheld by the nation's highest court.

Last year, the Japanese Supreme Court upheld the suppression of a magazine article on grounds that its publication would irreparably damage the reputation of the subject. That ruling has not yet been applied to newspapers.

Secrecy. Access to news is as hot or hotter an issue overseas as it is in the United States. Freedom of information laws of varying strength have been proposed in Australia, New Zealand, Canada and Japan.

India is trying to establish a "right to privacy" that journalists fear will make government officials and actions even less accessible than they are currently.

Cushrow Irani, managing director of The Statesman in Calcutta and chairman of the International Press Institute, says getting the most basic information about his nation presents enormous problems. "The total annual production of sealing wax is a secret," he points out.

Louis Lerner, president, publisher and editor of Lerner Newspapers in Illinois and a former U.S. ambassador to Norway, says the concept of government information being available to the public is seen as very threatening in most of the world. For example, a Norwegian correspondent stationed in Washington, D.C., recently used the U.S. Freedom of Information Act to obtain information on Norway's efforts in the late 1960s to mediate the war in Vietnam. The correspondent wrote a story based on his information, and it was published in Norway—much to the dismay of the government.

"They were furious," Lerner says. The realization that their dealings with the U.S. government would not remain secret was perceived by the Norwegians as a very serious problem, he says.

Licensing, registration. Ten free-press countries have regulations governing who may work as professional journalists. At one time, some journalists favored establishing standards or qualifications out of a desire to make journalism a "respectable" profession akin to medicine and law. But recently, most have seen licensing as an invitation to more government control over the press, with the prospect of government-enforced codes of ethics and behavior looming on the horizon [presstime, March 1981, p. 25].

In Belgium, "professional journalists" have no educational prerequisites, but they must be over 21, have at least two years' experience in journalism, and enjoy full political and civil rights. They cannot take part in any outside commercial activity unrelated to journalism. And they must receive regular remuneration from newspapers or other media—which means freelance writers don't qualify for the title.

In Italy and Spain, journalists are admitted to a "professional register" after fulfilling certain requirements: Journalists in Spain must be "information science" graduates of one of three Spanish universities; Italian journalists must complete either apprenticeships or journalism school, or a combination of the two.

Actual licenses are required in Brazil, Ecuador, Venezuela, Colombia and Costa Rica, but enforcement of the laws is not absolute.

For example, William P. Williamson, executive director of the Inter American Press Association, worked as a reporter and editor in Brazil for two decades despite the fact that he was not born there and was thus technically ineligible to be a journalist. "There are sometimes ways around the laws," Williamson says.

In Costa Rica, a challenge to journalism licensing laws is currently awaiting the outcome of a case—involving another type of professional license—before the country's Supreme Court. The legal challenge was brought by an American, Stephen Schmidt, who worked as a reporter for the Tico Times in San Jose although the law said he could not be licensed as a journalist. Only graduates of Costa Rica's journalism colleges currently may be licensed.

State subsidies. Almost all newspapers, including those in the United States, receive indirect government subsidies such as special postal rates, lower telecommunications rates, exemptions from some taxes, and eligibility for special loans—for example, those available through industrial revenue bonds. But in 13 free-press countries—nearly a third of

'Free press' countries

	Rated as free by Freedom House	Described as free by U.S. State Department	Journalists licensed or registered	Newspapers receive direct government subsidies	Government owns one or more newspapers	Public has formal right to "correct" or reply to news stories
Australia	X	X				
Austria	X	X		X		X
Bahamas	X	X				
Bangladesh	X				X	X
Barbados	X	X				
Belgium	X	X	X	X		X
Botswana	X	X			X	
Brazil	X	X	X			X
Canada	X	X				
Colombia	X	X	X		X	X
Costa Rica	X	X	X			
Cyprus	X	X	X			X
Denmark	X	X				X
Dominica	X	X				
Dominican Republic	X	X				
Ecuador	X		X			
Fiji	X	X				X
Finland	X	X		X		X
France	X	X				X
Germany, West	X	X				X
Greece	X	X		X		X
Honduras	X	X	X		X	
Iceland	X	X		X		
India	X	X				
Ireland	X	X			X	
Israel	X	X		X		
Italy	X	X	X	X		X
Jamaica	X	X			X	
Japan	X	X				
Luxembourg	X	X				X
Mauritius	X	X				
Nauru	X	*			X	
Netherlands	X	X		X		
New Zealand	X	X				
Nigeria	X	X		X	X	
Norway	X	X		X		X
Papua, New Guinea	X	X				
Portugal	X	X		X	X	X
St. Lucia	X	X				
St. Vincent	X	X				
Spain	X	X	X	X	X	X
Sweden	X	X		X		
Switzerland	X	X				X
Trinidad and Tobago	X	X				
United Kingdom	X	X				
United States	X	X				
Venezuela	X	X	X			X
	47	44	10	13	10	19

*Not rated

Sources: Freedom House; U.S. State Department; *The Europa Year Book—1979*; *The Foreign Press* by John C. Merrill, Carter R. Bryan and Marvin Alisky; International Press Institute; embassies in Washington, D.C.

the total—newspapers also receive direct government aid.

In some cases, the availability of government aid is keeping smaller newspapers alive. Governments of countries where this is the case believe it is important to maintain as wide a range of opinion as possible—especially the press affiliated with political parties. But critics note that accepting subsidies opens the possibility of newspapers being unduly influenced by the government.

In Iceland and Scandinavia, daily readership is higher than in the United States and among the highest in the world. Many people subscribe to two or more newspapers. Even so, government subsidies are available and used by many newspapers, except those in Denmark.

According to the IPI, aid to Swedish newspapers totaled about $67 million in 1980. Subsidies come in six basic forms: small subsidies for each newspaper copy delivered by a nationwide joint distribution plan; loans for capital improvements; production subsidies based on circulation and the amount of newsprint used for editorial content; development grants for marketing; financial support to aid the establishment of new newspapers; and subsidies aimed at promoting cooperative programs in advertising and production.

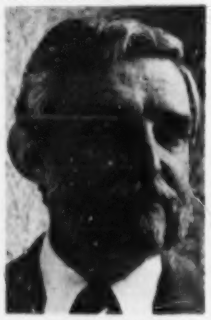
In part because of the subsidies, no daily newspaper has closed in Sweden since 1970, and in 1981 a major new daily, the Stockholms Tidningen, was born.

In Iceland and Finland, the government appropriates annual subsidies to newspapers published by political parties.

Nigeria's rainbow of tabloids shows shades of news

By Ford N. Burkhart

In the newsroom of the Nigeria Standard rests a solitary typewriter. Just one, for a paper that employs nearly 100 reporters and editors.


Ford N. Burkhart

But that lone machine bangs out the news from all the reporters who mill about the typist, writing longhand, arguing in dozens of tribal languages—Hausa, Ibo, Yoruba, Tiv, Igala—and in English. In a mixture of Western clothes and colorful flowing robes and cloth hats marking their region of birth, they practice their distinctly African version of newspapering.

The Standard, published in the city of Jos in northern Nigeria, is fairly typical of the country's 13 English-language dailies. To understand the degree of "freedom" of the Standard is to see how remarkably unrestrained the press is in black Africa's largest and richest nation—with an estimated population of 100 million, the world's fourth largest democracy.

Yes, the government does own the Standard. Nearly all of Nigeria's "free press" is owned, dominated or subsidized by a political party, a state or the national government. It seems unlikely today that the profit motive alone would induce a Nigerian entrepreneur to put capital into a new newspaper to compete with a subsidized newspaper. There are easier ways to make a fortune in an oil-rich nation.

Production costs are high. Advertising is limited. As consumer prices have increased by 200 percent, the level of private consumption has barely kept pace with population growth. So, for a variety of reasons, there are no rivals to the Plateau Publishing Co. Ltd., which is wholly owned by the government of the state of Plateau.

The Standard propagandizes fiercely for its party, for loyal politicians, and for smaller tribes in Plateau and adjacent areas. Recently, the Standard ran 20 photographs of the smiling governor in 14 days. (The party leaders nonetheless asked the editors for more coverage.) But the top editor, George Ohemu, says he keeps party officials out of the newsroom and tries to run his shop Western-style, holding propaganda to the minimum the party will stand for.

The Standard's senior editors have been to Britain and the United States, visited such papers as The Washington Post and such press institutions as the American Press Institute, and returned with respect for the independence of U.S. papers.

The Standard has set a tradition of professionalism—it has a style manual that reads much like the *AP Stylebook*—and is steadily upgrading hard news content and balancing its coverage of opposition politics.

At a staff training seminar, I was asked to speak, as a Fulbright visiting lecturer, on investigative reporting. Afterward, the reporters asked whether they could, in fact, write the truth if it offended the party. Ohemu and his chief deputy, Joel Pwol, assured them that only self-censorship was holding them back. The editors got a standing ovation, although privately reporters still had doubts.

Private involvement. Private enterprise plays a small role in Nigeria's rapidly expanding newspaper scene. The internationally respected Daily Times of Lagos is 40 percent in private hands, 60 percent national government property. It bends toward the line of the National Party of Nigeria that currently runs the country. The government's 60 percent was taken out of private hands during the 14 years of military rule that ended in 1979 with the election of President Shehu Shagari.

Shagari's position in the campaign was in favor of returning control of the Times to private hands. Now, he says that is impossible because there is no "neutral buyer." It is unthinkable that he would sell the paper to his government's political foes, and if he sold to his allies, it would not alter the status quo. And there the issue rests.

But Nigerian dailies are free in the Nigerian sense that they have no external restraints keeping them from attacking—by name—the president or their political foes.

In 1983, Nigeria's civilian rulers will carry out their first election under its U.S.-style constitution. Nigeria, with an estimated 100 million people, is the largest foreign laboratory for U.S. presidential-style politics.

Like the United States, Nigeria has many minorities and a few prominent ethnic groups. The 1983 election will test the willingness of the press to impose the self-

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Burkhart, associate professor of journalism at the University of Arizona, was Fulbright lecturer in journalism at the University of Jos, Nigeria, in 1980-81. He conducted reporting workshops for journalists from all 19 of Nigeria's states.

Norway also has a variety of state subsidies available, although the two largest independent (not aligned with a political party) newspapers refuse to take them. The subsidies have helped maintain diversity. Even in cities of 25,000 population, it is not uncommon to have two or even three newspapers, each with a different political orientation, former Ambassador Lerner says.

He does not believe the subsidies affect news coverage, a view shared by the IPI. "Scandinavian state subsidies have not led to direct or indirect government interference with the editorial content of the press," according to IPI's Galliner.

But many observers worry about possibly subtle influence from governments or even self-censorship by newspapers receiving subsidies.

"As in so many things in life, you have to choose among evils," says Leonard Sussman, director of Freedom House. "A subsidy may not be the best way. But if without it, the free press goes out of business, then it may be necessary."

Newspapers in Greece receive subsidies, with amounts based on circulation, to help purchase newsprint. The government also attempted last year to set the price of newspapers. The publishers of Avriani, an Athens daily, challenged that in court, however, and won the right to control the price for their paper.

Nearly half of Nigeria's newspapers are owned or directly subsidized by the national or state governments. Many others are organs of political parties.

Prices and advertising rates are set na-

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control required by a democratic system and by freedoms that are almost incredible by African standards.

In the preamble, the 1979 constitution says: "We the People of the Federal Republic of Nigeria (do) give to ourselves the following constitution . . . ." Article 36 states: "Every person shall be entitled to freedom of expression . . . without interference."

The evidence of that press freedom is apparent at any sidewalk newsstand. Tabloids offer screaming headlines attacking political foes. Some warn of "doom in the 1983 election." Bare-breasted models decorate the raciest of the tabloids, which come from the non-Moslem south. Some of the nation's other papers are dour, dry—even professorial.

A rainbow of pink, blue, green and lavender labels on the tabloids—all about 10 inches wide—clearly identify the contrasting shades of news. There is no strict neutrality anywhere, but that induces some readers to buy an armful of papers and read them all. A Nigerian will tell a visitor that with so many papers to read, he enjoys more press freedom than an American who gets only one paper.

The papers have Western-sounding names, echoing the 60 years of British colonial rule prior to 1960: Chronicle, Concord, Herald, New Nigerian, Observer, Punch, Sketch, Standard, Star, Statesman, Tide, Times and Tribune.

In the 1930s, the nation's best-known journalist—Dr. Benjamin Nnamdi Azikiwe, or "Zik"—imported "yellow journalism" style from the United States for his West African Pilot.

Today, the Nigerian Institute of Journalism in Lagos trains the bulk of new reporters for the nation, as well as men and women from Ghana and Cameroon, with videotapes of talks by Bob Greene of Newsday and lectures on objectivity and the American-style, inverted-pyramid form of newswriting.

Burkhart lectures to students at the Nigerian Institute of Journalism in Lagos.

At major Nigerian universities—those in Lagos and Nsukka, for example—scholars conduct first-rate research patterned on U.S. mass communications research. The federally owned News Agency of Nigeria [presstime, May 1981, p. 18] runs much like the Associated Press, serving balanced news to all 13 dailies, the electronic media and foreign agencies.

Still, getting a copy of the morning paper takes planning—and perhaps a taxi ride around town looking for a sidewalk vendor. There are no home subscriptions. A visitor may not know where or when a vendor will spread his papers under a tree. Papers sell for 15 kobo (25 cents).

Rates are high for advertising, much of which aims at the small, educated elite. A big moneymaker is the full-page paid obituary.

But the revenue leaves the Standard, with circulation of about 60,000 in the red. The publishers add to the red ink with vast sums to fly papers to Kano City in the north, Lagos in the west and other major cities. The high distribution costs are the price of national prestige and publicity for the state government.

One could argue that the Nigerian reader enjoys the best of possible worlds. If one could wave a "free press" magic wand over Nigeria, and put its press into private hands, the newspapers might be worse off—less competitive with other media, less appealing to the Nigerian taste for a heavy daily diet of politics.

The truth is, without that magic wand, there would be few truly private papers in Africa. Meanwhile, what comes out of the Standard's lone government-owned typewriter is sure to entertain and inform the readers. And maybe the governor will learn to live with fewer photos of a grinning "His Excellency." ☐

tionally. They recently went up dramatically to help cover the increasing costs of newsprint, other supplies and labor. The higher prices resulted in decreased circulation, increasing pressure on some newspapers to pursue alternate sources of income. Like newspaper companies in other capitalist countries, some Nigerian publishers have gotten into real estate as a way of increasing revenues.

Perhaps the most concerted campaign of economic influence being exerted on newspapers is in India. The import and allocation of newsprint are controlled by a State Trading Corp. Some Indian journalists have charged that the government uses this monopoly to reward supporters and to punish critics.

Getting even the most basic information on the government of India is difficult. "The total annual production of sealing wax is a secret."

Cushrow Irani
The Statesman, Calcutta

For example, newspapers pay an artificially high price for newsprint and a 15-percent duty on top of that price. But the duty is not applied to small-circulation newspapers. "For some years, the government has been championing the cause of the smaller newspapers, which are more susceptible to official pressures because of their economic vulnerability, through advertisements and concessional supplies of newsprint," Surendra Nihal Singh, formerly a columnist for India Today, said in a 1981 Wall Street Journal column.

"The state monopoly ensures . . . that the major newspapers, who are the most inconvenient, are starved of newsprint whilst newsprint is thrust down the throats of the large number of small publications who have demonstrated their inability to use even the quantities allotted to them," Calcutta newsman Irani said in a recent IPI bulletin.

Government advertising also can be an important source of revenue for newspapers.

The government can, in fact, be a country's largest advertiser, especially in less-developed free-press countries, where many industries are nationalized. But even in some highly developed countries—for example, Canada and Norway—this is the case.

Iceland's government distributes its advertising equally to all of the country's newspapers and pays for it at the same rate everywhere—a revenue boon to smaller papers.

Some worry that a government could use this leverage to influence editorial policy and news coverage. When governments have established such leverage with newspapers, the state cannot always resist using its muscle.

One occasion when it didn't work occurred a few years ago in Brazil, where a newspaper's overall economic health enabled it to withstand the threat. When a state government threatened to stop advertising in O Estado de Sao Paulo, the newspaper first stopped accepting such ads, then later ran them free as a public service.

Ownership issues. In many free-press countries, journalists worry that editorial independence can be undermined not only by government interference but also by unscrupulous private owners, who might secretly use their newspapers to advance their own financial or political plans. In many democracies, having only one newspaper dominating a town or a region—while common in the United States and Canada—is seen as undesirable.

At the other extreme is the issue of outright government ownership of newspapers.

The possibility of secret—and monopolistic—ownership of the news media is one rationale used by the Italian government to justify its new program of subsidies for and restrictions on the privately owned press.

For example, the Rizzoli media group, which closed two financially troubled newspapers in 1981, would have to divest itself of some of its publications as well as identify all of its owners if it wants to receive the newly available government aid.

Italian subsidies consist of immediate funds and long-range loans to help modernization efforts. In return, the names of owners must be made public, and no publisher may own more than 20 percent of total national newspaper circulation, or control more than half of the newspapers in a region or 50 percent of a region's circulation.

West German newspapers also are governed by tight anti-monopoly laws. One private company, the Springer group, controls several newspapers with about one-third of the country's total circulation, but most newspapers are individually owned rather than members of groups.

That is not the situation in Canada, where the so-called Kent Commission has urged Parliament to limit concentration of ownership [presstime, Oct. 1981, p. 51]. A similar commission investigated newspaper ownership in Australia last year, but no recommendations for change resulted.

Portugal has some privately owned newspapers—including Expresso, whose owner-editor currently serves as the country's prime minister. But 60 percent of the newspapers are directly or indirectly owned by the government by virtue of nationalization of the country's banks; the banks had financial control of the newspapers when nationalization occurred in 1975.

Although the Portuguese government technically cannot interfere with writers or editors, it does appoint the managing directors of the publicly owned newspapers, and, according to FIEJ, it is hard for these papers to remain truly independent from the government. The association recently noted, "Senior editorial staff are frequently changed on state-run newspapers, coinciding with the political ebb and flow—13 governments in seven years. . . ."

The Portuguese press in general faces static circulation and mounting financial trouble, and all newspapers receive a small subsidy for each copy sold. The government operates its newspapers at a loss. Even independent journalists worry that if the government suddenly were to divest itself of its newspapers, many would go under.

In Spain, all but eight of the 27 government-owned newspapers also have been losing money—an estimated $40 million per year, according to the IPI. Despite the losses, the government newspapers, which represent nearly one-third of all daily newspapers, are up for sale.

How free? Currently, all the countries that enjoy a free press also enjoy democratic governments, but not all of those governments permit an equal degree of freedom.

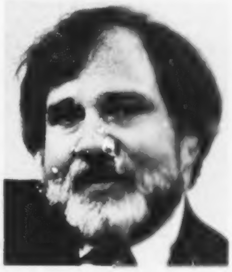
According to Freedom House, the countries whose citizens' freedoms are on par with those of the United States are: Australia, Austria, Barbados, Belgium, Canada, Costa Rica, Denmark, Iceland, Ireland, Luxembourg, the Netherlands, New Zealand, Norway, Sweden, Switzerland and the United Kingdom.

Yet observers note that even in flourishing democracies, some freedoms are not exercised as vigorously as they are in the United States. "In a lot of countries there is a lot of self-censorship," says Raymond Gastil of Freedom House.

In Finland, for example, newspapers seldom appear to criticize the country's powerful neighbor, the U.S.S.R.

Lerner says that while he was ambassador to Norway, he noticed reporters there are much less aggressive—and much less inclined toward investigative journalism—than those in the United States. "That is reflective of a reluctance on the part of the entire society to criticize the establishment," Lerner explains, adding that such reluctance is common in many areas of the world.

According to former columnist Singh, India's newspapers for decades were fairly uncritical of their government. That has changed in recent years, and as a result, newspapers currently are the target of continued criticism by the Indira Ghandi government. "But it needed the thrust of investigative journalism by the magazines to break the traditional approach of the Indian press," Singh points out.



Reporters in Norway are much less aggressive—and much less inclined toward investigative journalism—than their U.S. counterparts.

Louis Lerner
Lerner Newspapers
Former U.S. ambassador to Norway

New threat. Currently, the most serious threat to the free press around the world is not what any individual government is doing. Rather, it stems from a variety of proposals put forward by many governments in the international body of UNESCO—the United Nations Educational, Scientific and Cultural Organizations.

The UN agency has provided a forum for Third World governments to discuss their goal of achieving a "new world information order." Details of the new order have been discussed and revised since the plan emerged in the 1970s, but many proponents of change have argued and continue to argue for features that would limit the independence and freedom of the press [presstime, June 1980, p. 14].

So far, the efforts of free-press governments and private organizations—including ANPA, FIEJ, IAPA, IPI, the World Press Freedom Committee and others—have deflected the most negative aspects of the new world information order. At the same time, representatives of those organizations are working to identify positive recommendations that could increase the opportunities for a free press in other countries of the world.

UNESCO Director-General Amadou-Mahtar M'Bow has said repeatedly that his organization does not support measures that would restrict the free press. But many journalists worry that harmful ideas have gained respectability by being proposed so often at UNESCO meetings.

IAPA's Williamson says he fears that controls that may have been imposed by individual governments as whims in the past will become institutionalized with the blessing of UNESCO.

Without vigilance and involvement to combat such threats, many wonder how many free-press countries there will be to stand with the United States at world communications forums in the future. ☐

Hot-metal technology is still common in England and many other free-press nations.

House Democrat assails Reagan on press freedom

Concern over government actions to inhibit press freedom—specifically the agents' identities and Freedom of Information Act legislation and a proposed executive order on classification of government documents—provided the focus for much of the semiannual meeting of the ANPA Government Affairs Committee March 9-10 in Washington, D.C.

Rep. Glenn English (D-Okla.) told the ANPA Committee the fate of the FOIA legislation in this Congress rests with the Senate. English is chairman of the Subcommittee on Government Information and Individual Rights, which has jurisdiction in the House over the FOIA.

"If they (senators) are able to move quickly and if they report out a moderate bill, I think there is a possibility that we will take it up in our committee," he said. "But if the Senate insists on an extreme measure, or if we have more delays, it is very doubtful that we will be able to take up this measure during this Congress.

Markup of the bill, S 1730, in the Senate Judiciary Committee was to have taken place in early March but was postponed so that a compromise measure might be worked on. It was tentatively rescheduled for March 30.

English told the group he thinks the biggest threat to freedom of information might not be through the legislative process, but through a proposed change by the Reagan administration in the existing executive order on classification of documents dealing with national security matters.

"It means there's going to be a whole lot less information that is going to be made public," he said. Classified material is exempt from the FOIA.

Immediately after his meeting with the ANPA Committee, English chaired a congressional hearing on the proposed executive order at which Charles Rowe, editor of The Free Lance-Star in Fredericksburg, Va., testified on behalf of ANPA, the National Newspaper Association and the American Society of Newspaper Editors.

Rowe, chairman of the FOI/First Amendment Working Group of the ANPA Government Affairs Committee, said the press has "grave concern" over several aspects of the order, including:

- Elimination of the requirement that, when deciding whether to classify, the government must balance the public's interest in access against potential damage to national security
- A new requirement that information must be classified if there is a reasonable doubt about classifying
- Elimination of specific time periods after which information is declassified.

English told the ANPA Committee there was "very little" Congress could do in the case of an executive order. Legislation to circumvent it could run into the problem of separation of powers between the executive and legislative branches, he said.

The Reagan administration's classification order ". . . means there's going to be a whole lot less information that is going to be made public."
Rep. Glenn English (D-Okla.)

He also said the administration declined to send anyone to the hearing to explain the order because the order was still under consideration at the White House.

Later that week, at the annual Government Affairs Conference of the National Newspaper Association, White House Counselor Edwin Meese III acknowledged that the government's general tendency is toward "vast overclassification." However, the Reagan administration, he said, is seeking "to decrease the number of classified documents to those that are actually vital to the national security, and then do a better job of safeguarding those."

Meese contended that the draft of the order currently being considered is less restrictive than earlier versions, but a staff attorney on English's subcommittee disagreed. There was "little change" in the fourth draft of the order currently before the subcommittee from the three circulated earlier, Robert Gellman said.

Meese's comments to NNA were interpreted by some as indicating that the administration would draft yet another version of the order countermanding much of the earlier language expanding government secrecy. Efforts to verify this with Meese were unsuccessful at press time.

Other speakers at the ANPA Committee meeting were Sens. Robert Dole (R-Kan.) and Joseph R. Biden Jr. (D-Del.), White House Chief of Staff James A. Baker III and Newspaper Advertising Bureau Executive Vice President/Sales Craig C. Standen (see story, p. 34).

The Committee agreed to forward recommendations to the ANPA Board that the Association:

- Oppose the ownership of cable television systems by any governmental body
- Oppose the mechanism of a constitutional amendment for ensuring full First Amendment rights for broadcasters
- Protest the U.S. government policy requiring a license to import publications from certain foreign countries
- Support the convening of an international meeting of journalists as a follow-up to last May's "Voices of Freedom" conference at Talloires, France
- Encourage the federal government's Interagency Group on International Commerce and Information Policy to sponsor a meeting between representatives of the news media and other U.S. businesses interested in international communications and information issues (see story, p. 19).
- Promote internationally ANPA's findings on the viability of kenaf as a source of fiber for newsprint. □

Among the faces at Government Affairs meeting

Sen. Robert J. Dole (R-Kan.) (left) and Dolph C. Simons Jr., editor and publisher of The Lawrence (Kan.) Daily Journal-World.

James A. Baker III (left), White House chief of staff, and William J. Keating, president and publisher of The Cincinnati Enquirer.

ANPA Executive Vice President Jerry W. Friedheim (left) and Craig C. Standen, executive vice president/sales of the Newspaper Advertising Bureau.

Press concerns addressed in bill to reform code

Most of the concerns the press had with pending criminal code reform legislation now have been addressed in a Senate committee report on the bill. S 1630 was expected to be considered by the Senate in late March.

For example, the Judiciary Committee's report on the bill has explained, in a section dealing with hindering law enforcement, that the term "concealing" does not apply to a journalist who refuses to identify a confidential source.

The report states: ". . . a mere failure or refusal to identify a fugitive (e.g., where a reporter refused to divulge a confidential source known to have committed a crime) would not constitute 'concealing.'"

In another section dealing with refusing to testify or to produce information, the report makes it clear that the first step in obtaining compliance with an order to testify or to produce information should be through a civil contempt proceeding "since this procedure provides a non-criminal method of testing the validity of the order, such as when a reporter unsuccessfully invokes a 'reporter's privilege.'"

Concerns the press had in sections dealing with tampering with physical evidence, tampering with a government record and retaliating against a public servant also were addressed.

Although language in a congressional report does not carry the force of law, it does provide guidance as to the intent of the Congress.

ANPA Executive Vice President Jerry W. Friedheim had pointed out the concerns in a letter to Judiciary Committee staff in November [presstime, Jan. 1982, p. 9]. In the last Congress, although the Judiciary committees of both the House and Senate approved bills, neither house took final action.

Oil allocation veto upheld

An attempt in the Senate to override President Reagan's veto of legislation that would have given him the authority to allocate petroleum supplies in the event of an oil emergency failed March 24 [presstime, Nov. 1981, p. 12].

Agent ID bill enactment assured after Senate passage by 90-6 vote

Enactment of a new law under which journalists could be prosecuted, jailed and fined for publishing the names of U.S. foreign intelligence operatives working undercover was assured March 18 when the Senate, by 90 to 6, passed the "Intelligence Identities Protection Act."

A similar bill was passed last September by the House of Representatives [presstime, Nov. 1981, p. 12]. A conference committee will have to reconcile differences in the two bills and send the compromise back to both houses for approval. The Reagan administration supports the legislation.

Press groups have maintained that the legislation is unconstitutional because it would make it a crime to publish agents' names even if the information was obtained from public sources.

Supporters of the legislation contend it is needed to stop the practice of "naming names" by such persons as former CIA agent Philip Agee and the editors of the Covert Action Information Bulletin and is not aimed at "legitimate journalists."

Press groups generally characterized the Senate action as a blow to the First Amendment. ANPA Executive Vice President Jerry W. Friedheim indicated that the press now must rely on the expression of intent by the bill's supporters that it is not meant to impede the press.

"Sen. (John R.) Chafee (R-R.I.) and supporters of S 391 maintained throughout the debate that this legislation would not apply to news coverage by the press of the government's intelligence activities," Friedheim said. "Although the language of the bill gives us concern that the law might someday be cited in attempts to punish such reporting, we hope that the legislative history and the extensive debate on the bill will make it clear to the courts and to the executive branch that Congress has not intended to provide here a statute to curb the constitutionally-protected work of our nation's free press."

During debate, the Senate amended the bill to make it easier to prosecute private persons, such as journalists, for disclosing names. It did so by voting, 55 to 39, to replace the criminal-intent standard in the bill with a "reason to believe" standard.

The original intent standard would have required proof that the disclosure was made with the intent to impair or impede U.S. foreign intelligence activities.

The substituted standard requires that it need only be proved that the person making the disclosure had reason to believe it would impair or impede intelligence activities.

Although the legislation has been known as the "agents' identities" bill, it deals with the disclosure of the names of covert intelligence officers, agents, informants and sources.

Harshest penalities under the bill would be levied on current or former government employees who name names. They would be subject to jail terms of up to 10 years and/or fines of up to $50,000. A private person, such as a journalist, could be imprisoned for up to three years and/or fined up to $15,000.

In a statement after passage of the Chafee amendment, the Society of Professional Journalists, Sigma Delta Chi, said the bill "strikes at the right of Americans to monitor their government." The Reporters Committee for Freedom of the Press said it was "very discouraged by Congress' action. . . ."

Jerry J. Berman, legislative counsel for the American Civil Liberties Union, said that organization is "prepared to litigate" to prove its contention that the bill is unconstitutional. He said it would probably wait for "either a prosecution or a threat of prosecution" under the law rather than seek a declaratory judgment that it was unconstitutional. □

Legislative notes

Estate tax relief legislation along the lines sought by the newspaper business' Tax Law Action Group has been introduced in the Senate by Sen. David F. Durenberger (R-Minn.), a member of the Finance Committee.

S 2141 would permit businesses to accumulate after-tax income to facilitate the payment of estate taxes without incurring a penalty tax on accumulation in excess of "reasonable business needs."

The bill also would increase from 15 to 25 the maximum number of shareholders that a closely held business may have and still be able to use a provision in the law allowing for an extended period of time to pay estate taxes.

TLAG Chairman Len R. Small, publisher and editor of the Moline (Ill.) Daily Dispatch, called the provisions "excellent steps toward permitting family businesses to survive the trauma of estate taxes following the death of a major stockholder."

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The moratorium prohibiting the Internal Revenue Service from reclassifying traditional **independent contractors** as employees for tax purposes will expire June 30 unless extended by Congress.

Several bills have been introduced in this Congress to provide a permanent set of rules governing the classification of workers for tax purposes. One of the most prominent of these bills is S 8 by Senate Finance Committee Chairman Robert J. Dole (R-Kan.) [presstime, March 1981, p. 11]. In the House, HR 5729 by Rep. Richard Gephardt (D-Mo.) would create a "safe harbor" for independent contractors and relieve companies from withholding and past tax liabilities for these individuals.

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Hearings on legislation that would change the health warning message on **cigarette advertising** and packages were held in March by the House Subcommittee on Health and the Environment and by the Senate Committee on Labor and Human Resources.

HR 4957, introduced by Rep. Henry A. Waxman (D-Calif.), would replace the current warning with six different warnings to be rotated periodically. It would also require disclosure of the level of tar, nicotine and carbon monoxide produced by the cigarette when it is smoked. S 1929, introduced by Sens. Orrin G. Hatch (R-Utah) and Bob Packwood (R-Ore.), is similar, rotating five warnings.

The Newspaper Advertising Bureau has distributed a packet of information on the issue to publishers of its member newspapers.

USPS retains paid-subscriber, 'requester' rules

The U.S. Postal Service Board of Governors has decided to keep the paid-subscriber rule for paid newspapers and the "requestor" rule for free-circulation papers mailed second-class under the former "controlled circulation" heading. The requester rule will take effect Oct. 1.

Subsequent to that March 2 decision, ANPA and the American Business Press dropped their joint lawsuit against USPS "in the interest of expedited resolution of the matter." The suit had been prompted by a Postal Service decision to delay indefinitely implementation of the requester rule from March 20, 1982—the date that had been set when controlled was merged with second-class last year [presstime, March 1982, p. 15].

However, Postmaster General William F. Bolger told the National Newspaper Association's Annual Government Affairs Conference March 14 that he intends to raise the question of eliminating the rules in the next rate case.

The case as yet is unscheduled, and Bolger said existing rates will remain in effect at least until Nov. 1, 1983.

Public comment on the idea to eliminate the rules ran 78 to 22 percent in favor of keeping the paid-subscriber portion, the postmaster general said. That rule requires paid-circulation newspapers to show that at least 50 percent of subscribers do, in fact, pay for their copies.

Bolger tells NNA Government Affairs Conference that merger of second-class and "controlled circulation" mail categories may have been mistake.

Bolger said opinion was evenly split on the requester rule. It requires free-circulation newspapers meeting other, general, second-class requirements to show that at least half of all copies are "requested" by readers. "That's not a clear-cut mandate for me to recommend to our board that we not put it into effect," he said.

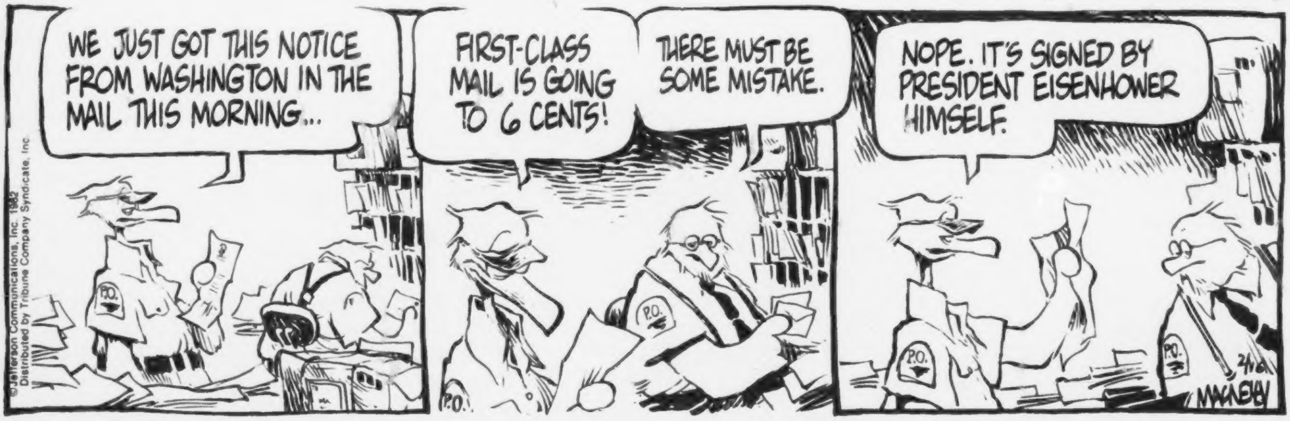
"From a business point of view, we don't need either of those rules to process and deliver your publications," Bolger said, adding that he doesn't think one rule can be eliminated without dropping the other. "You either keep both or you take both out."

Bolger also said USPS may have erred in merging the two mail categories. "Maybe we made a mistake combining controlled circulation into second class mail. I don't know."

Attendance at the 21st annual, three-day conference was 352, down from last year's 439. An NNA spokeswoman said attendance had been deliberately limited this year. ☐

'Shoe'

By Jeff MacNelly


WE JUST GOT THIS NOTICE FROM WASHINGTON IN THE MAIL THIS MORNING...
FIRST-CLASS MAIL IS GOING TO 6 CENTS!
THERE MUST BE SOME MISTAKE.
NOPE. IT'S SIGNED BY PRESIDENT EISENHOWER HIMSELF.
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Distributed by Tribune Company Syndicate, Inc.
P.O.
MACNELLY

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Bankruptcy Court to decide ownership of Alton Telegraph

The Cousley and McAdams families will argue in Bankruptcy Court April 6 that they should be allowed to retain ownership of the Alton (Ill.) Telegraph, pending the newspaper's appeal of a $9.2-million libel judgment.

But the plaintiff in the libel suit, James Green, will argue that he should be given ownership to satisfy payment of the award.

Green, who has no experience in newspapering, said in documents filed with the U.S. Bankruptcy Court in East St. Louis, Ill., that the Telegraph would continue in business under his control. However, he added that should the newspaper subsequently become unprofitable, "the business can be liquidated. . . . "

A Madison County, Ill., Circuit Court jury in June 1980 awarded Green $6.7 million in compensatory and $2.5 million in punitive damages in a libel case stemming from a memo the Telegraph never published. Two Telegraph reporters had sent the memo to the U.S. Justice Department in what they said was an effort partly to verify information [presstime, Sept. 1981, p. 10].

Green, then a building contractor, claimed the memo damaged his financial standing.

The Telegraph last July filed a 171-page appeals brief with the 5th District Appellate Court in Mount Vernon, Ill. By late March, Green had not filed a response brief.

The newspaper's initial attempts to appeal were unsuccessful because it could not afford to post a required cash bond. The owners then filed for reorganization under Chapter 11 bankruptcy law as a last-ditch effort to stave off liquidation.

It is under that bankruptcy petition that the Cousley family and Green filed their sharply differing proposed plans for reorganization.

The proceedings "are now at a critical juncture," President and Publisher Paul S. Cousley informed his employees in a recent statement. "The judge's decision at that hearing will decide the future of this newspaper and will significantly affect all of you." The Cousley family has owned a majority of stock of the Telegraph since 1889. The McAdams family has had a minority interest since the turn of the century.

Employees and creditors under the bankruptcy proceeding were given the opportunity to tell the Bankruptcy Court whether they would prefer the Cousleys' or Green's reorganization plan. Deadline for those comments was March 26.

The Telegraph employs 130 people full-time and 50 part-time. ☐

Sen. Patrick J. Leahy (D-Vt.) tells the ANPA/American Bar Association Task Force that a "constitutional crisis" is brewing over government efforts to restrict public access to information. His comments came in a Task Force meeting March 8 in Washington, D.C.

Press groups fight 'voluntary' court guidelines

Gannett Co. Inc. in late March asked the U.S. Supreme Court to review a Washington state court decision requiring the press to abide by "voluntary" bench-bar-press guidelines. Gannett contends that the trial judge's action amounted to unconstitutional prior restraint.

Press groups including ANPA are planning to submit friend-of-the-court briefs supporting Gannett's appeal of *Federated Publications v. Swedberg*. About 30 states have some form of voluntary fair trial-free press guidelines.

The case dates from March 1981 when Judge Byron L. Swedberg of Whatcom County Superior Court ruled that reporters could attend a pretrial hearing in a highly publicized murder case, but only on condition that they sign an agreement to abide by the "voluntary" guidelines. Swedberg said this arrangement was necessary to ensure a fair trial for the defendant.

The Bellingham Herald, owned by Gannett subsidiary Federated Publications, refused to sign. It appealed to the Washington State Supreme Court, arguing that Swedberg's order constituted prior restraint in violation of the 1976 U.S. Supreme Court decision in *Nebraska Press Association v. Stuart*. That opinion reaffirmed the constitutional ban on prior restraints.

But the state court held 5-4 that the requirement to sign was "a good faith attempt to accommodate the interests of both defendant and press which, hopefully, would prove both practical and effective as an alternative to closure."

The voluntary guidelines, adopted in the late 1960s by the Washington Bench-Bar-Press Committee, state that they are a means of "balancing the public's right to be informed with the accused's rights to a fair trial before an impartial jury." Among other things, the guides set forth ways in which the "bench, bar and the news media must exercise good judgment to balance the possible release of prejudicial information with the real public interest."

In the wake of the Swedberg decision, the committee has decided to revise its guidelines so as to make them much more general.

One of the amicus briefs planned in support of the case will be filed by ANPA, American Society of Newspaper Editors, National Newspaper Association, National Association of Broadcasters, Society of Professional Journalists, Sigma Delta Chi, Reporters Committee for Freedom of the Press and Radio-Television News Directors Association. Allied Daily Newspapers planned to file the other brief. ☐

U.S. press, Canadian courts clash over news coverage

Another Canadian court case being covered by U.S. newspapers has sparked a clash between U.S. First Amendment rights and Canadian law.

As a result of his reporting on a pretrial hearing in a murder case, a Bangor (Maine) Daily News newsman is scheduled to answer charges April 8 in a New Brunswick Provincial Court that he violated the Canadian Criminal Code.

The presiding judge had prohibited any reporting on the hearing, saying the action was necessary to avoid prejudicial publicity.

Daily News Editor Richard J. Warren said the newspaper planned to move for dismissal of the charges against Madawaska Bureau Chief Beurmond J. Banville at the April hearing. Warren said it had not been decided how to plead if the motion is denied.

"Economics definitely play a factor in something like this," Warren said. He explained that while the Daily News carries First Amendment Insurance with Mutual Insurance Co. Ltd., coverage does not extend to cases in Canada and Mexico. Consequently, the Daily News would be in danger of having to foot the bill for protracted legal proceedings through several layers of appeals.

Warren said the Daily News circulates about 50 copies in Canada, "and I don't think that's a threat to anybody's fair trial in any community."

He added that if the newspaper is found in violation, "our attitude is that we would comply" with the wishes of the Canadian court when told not to publish.

The Canadian action drew a letter of protest from Jack Landau, executive director of the Reporters Committee for Freedom of the Press, to the Canadian Embassy in Washington and to Secretary of State Alexander M. Haig Jr.

Landau said prosecution of Banville is "outrageous" and, considering the small Canadian circulation of the Bangor daily, "a perversion of the jurisdictional powers of the Canadian courts in an effort to restrict the First Amendment rights of American publications."

In a second instance of U.S. press-Canadian judiciary conflict, media representatives from Buffalo, N.Y., engaged in several skirmishes over coverage of a sensational murder case. The Buffalo media initially agreed not to publish information revealed in a bond hearing for a woman charged in Canada with murdering her infant son by dropping him over Niagara Falls [presstime, Nov. 1981, p. 13].

Then, at the beginning of a pretrial hearing into the charges, an Ontario Provincial Court judge ordered the courtroom closed when Nanette Tramont Kollig of the Buffalo Courier-Journal and Richard J. Lucinski of Buffalo's WGR-TV refused to promise they would not publish stories about the hearing.

On March 12, the judge concluded the closed hearing by announcing that he was dropping the charges for lack of sufficient evidence. ☐

New 'Free Press/Fair Trial' book printed

A revised edition of *Free Press and Fair Trial*, originally published by ANPA in 1967, will be printed this month.

Complimentary copies of the paperback book will be mailed to all members of ANPA and the American Society of Newspaper Editors, as well as to journalism educators and law schools.

The new edition was written by Dale Spencer, professor of journalism at the University of Missouri; Katharine P. Darrow, general counsel of The New York Times Co.; and Richard M. Schmidt Jr., ASNE general counsel.

ANPA and ANPA Foundation handled the typesetting, and Scripps-Howard Foundation is paying for the printing. Proceeds will be divided between ANPA Foundation and ASNE for work in support of the First Amendment.

Members of the ANPA Press/Bar Relations Committee encourage newspapers to make extra copies available to staff members and to distribute them to people in their communities for use in examining the free press/fair trial issue.

Extra copies are available from Ruth Finn, ANPA Foundation, The Newpaper Center, Reston, Va. Cost is $2 per single copy, $1.50 each for bulk orders of 10-49 copies, or $1 each for bulk orders of 50 or more. ☐

Court awards $100,000 to carrier for accident

A 20-year veteran carrier for the Baton Rouge (La.) Morning Advocate was awarded $100,000 by the 21st Judicial District Court in Amite, La., because she lost the strength of her newspaper-throwing arm in an automobile accident.

Mary C. Cabler, 41, of Albany, La., had filed suit against two insurance companies as the result of the 1980 accident in which her car was struck from the rear by another vehicle. ☐

Court briefs

The U.S. Supreme Court refused to hear two **closed courtroom cases** brought by newspapers.

In one, the Lufkin (Texas) News had appealed a state judge's decision to hold closed pretrial hearings in a civil suit over alleged mismanagement of a bank. The judge said that matters to be discussed were "highly sensitive" and that "there will be some decisions made here the public wouldn't particularly understand."

In the other case, the Press-Enterprise Co. of Riverside, Calif., and The San Diego Union had appealed a trial judge's order excluding them from a five-month-long jury selection in a murder case.

Press-Enterprise Executive Editor Norman A. Cherniss said his company was preparing to appeal a similar case in the state court system.

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Also in California, Gov. Edmund G. Brown Jr. March 2 signed Assembly Bill 277 that gives judges discretion when defendants ask that **pretrial hearings be closed**.

The act supersedes a 107-year-old statute that had required judges to close such proceedings solely at the defendant's request [presstime, March 1982, p. 16].

The newly signed bill also contained a rider providing for the first time under state law a right of access to records of activities of state and local police departments. ☐

Regulatory notes

The Los Angeles office of the Federal Trade Commission has sent to the FTC's Washington, D.C., headquarters its analysis of comments received on the tentative consent agreement with the Los Angeles Times **limiting volume discounts for retail advertisers**. With only one or two exceptions, the nearly 100 filings all urged dismissal of the agreement [presstime, Jan. 1981, p. 31].

The FTC's bureaus of competition and economics will add their comments and forward the package to the commissioners for disposition. .

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A 4-4 U.S. Supreme Court decision has left standing a lower court ruling that doctors were illegally **restrained from advertising** by the American Medical Association's Code of Ethics before it was amended in 1980.

The court's action March 23 thus sustains an FTC ruling against the code [presstime, Dec. 1980, p. 32].

But because the vote was a tie—Justice Harry Blackmun excused himself from the case—the court did not create a national precedent for FTC jurisdiction over other professionals.

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In an earlier, related development in March, the Broward County, Fla., Medical Association agreed to allow truthful advertising by its members. The action **settled an FTC complaint** that the AMA affiliate tried to ban, through its professional-conduct code and publications, advertising by its members in newspapers and telephone Yellow Pages.

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FTC Chairman James C. Miller III said his agency would not oppose legislation clarifying its authority to act against unfair acts or practices. But at a hearing March 18 before the Senate Commerce Committee's Consumer Subcommittee, he said that unless the authority is clarified, he might ask Congress to **exempt advertising from the unfairness standard.**

In 1980, Congress barred the FTC from issuing any industry-wide trade rules on unfair advertising but allowed it to continue applying the standard to individual advertisements on a case-by-case basis [presstime, July 1980, p. 38].

At the same hearing, Miller said he also would favor congressional definition of the commission's authority to act against deceptive acts or practices. However, he did not have the support of the other commissioners in seeking this clarification.

The subcommittee is considering legislation that would reauthorize the FTC for another three years.

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A federal district court judge in Washington, D.C., ruled that part of the National Association of Broadcasters' voluntary **Television Code violates antitrust law.**

Judge Harold Greene said March 3 that the "multiple product standard," which says only one product may be advertised in a television commercial of less than 60 seconds, amounted to a restraint of trade in violation of the Sherman Antitrust Act. He granted summary judgment in favor of the Justice Department, which brought suit in 1979 against three parts of the code.

The challenge to the other two parts of the code, which limit the minutes and number of ads per hour of programming and the number of consecutive advertisements per commercial break, were set for trial.

The NAB said it intends to appeal the judge's decision. Pending the outcome of that appeal, it suspended both the television and radio codes.

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A hearing on a bill to set health and safety **standards for operators of VDTs** has been scheduled for April 20 before the Massachusetts House Committee on Commerce and Labor.

Similar measures were introduced last year in legislatures in Illinois, Maine and Ontario [presstime, Jan. 1982, p. 11].

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The Federal Communications Commission has eliminated its annual financial **reporting requirement for commercial broadcasters.** The commission said March 12 it was convinced the quantity of information generated by the requirement is not necessary.

The decision to drop the 44-year-old requirement took effect immediately. ☐

ANPA asks ICC to continue rules on Conrail boxcars

ANPA has opposed Conrail's petition to the Interstate Commerce Commission to exempt boxcar traffic from all regulation covering rates, divisions of revenue, car hire, car service and common-carrier duties.

The Association is not opposed to deregulation per se, Executive Vice President Jerry W. Friedheim told the agency in a March 1 statement. But, he said, some regulation is needed to protect the shipping public from the possibility of unjustified higher rates, less service and discrimination.

Friedheim said Conrail's plans to establish a system of proportional ratemaking would increase the shipping public's cost of doing business by creating problems in calculating total shipping charges. For large shippers, it would be virtually impossible to maintain up-to-date rate information necessary in the conduct of business, he added.

In its petition, Conrail—citing 1980 figures—claimed the boxcar exemption was necessary for survival. But Conrail in 1981 reported its first profitable year since it started operating in 1976, and Friedheim suggested that the exemption may not be needed to save the railroad. ☐

Transportation notes

CP Rail and the Canadian National Railway Co. have reached tentative agreement with five non-operating unions on a new **two-year contract**. It calls for a 12-percent wage increase this year, 9 percent next year and continuation of a cost-of-living adjustment both years.

The agreement is subject to ratification by union members. Negotiations with 10 operating unions are continuing [presstime, Feb. 1982, p. 19].

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Members of the Teamsters Union ratified a new 37-month national **master freight agreement**. Effective March 1, it provides for a general wage freeze of at least two years' duration and reduced frequency for cost-of-living raises [presstime, March 1982, p. 21]. ☐

U.S. press groups take action on Central American violence

Recent deaths, kidnapping and other threats against the press in Central America have spurred action by several U.S. press organizations.

In a cable to President Jose Napoleon Duarte of El Salvador, the Inter American Press Association protested the deaths of four Dutch journalists and urged the government to take steps to protect journalists.

"If journalists cannot be safe, it will be difficult to establish the credibility of any news coming out of the country," said Charles E. Scripps, president of the IAPA.

A similar telegram requesting protection of journalists was sent to Duarte by the American Society of Newspaper Editors.

The El Salvadoran government said the Dutch journalists were killed when they were caught in crossfire between government troops and guerillas. An inquiry by the U.S. Embassy there supported the government account, according to Deputy White House Press Secretary Larry Speakes.

However, other Dutch journalists who knew the victims and viewed their bodies said there were indications the bodies had been tampered with, and one reportedly said the victims appeared to have been shot dead at close range.

The government of the Netherlands said it will investigate reports it had received that the journalists may have been murdered by government forces.

Also in March, a Guatemalan newspaper publisher was kidnapped, and the Sandinista government of Nicaragua declared a state of emergency that included severe restrictions on the press.

Against that background, six American journalists left March 20 on a mission to investigate the situation confronting press representatives covering violence and unrest in the region. The mission was sponsored by the New York-based Committee to Protect Journalists.

The group planned to meet with government officials, church leaders and journalists and to issue a report on its findings. The trip was funded by $9,250 in grants from the J. Roderick MacArthur Foundation, the Stern Fund, the Americas Watch Committee and the Overseas Press Club Foundation.

Members of the mission were Michael Massing, executive editor of the Columbia Journalism Review and co-director of the committee; Gloria Emerson, a free-lance writer, teacher, and former New York Times correspondent; H.D.S. Greenway, national/foreign editor of The Boston Globe; John Larsen, senior editor of Life magazine; Allen Weinstein, executive editor of Washington Quarterly; and George Watson, vice president of ABC News. ☐

World press notes

The government of Uganda has withdrawn the **accreditation of all Western correspondents** based there. Under President Milton Obote, the government also has formulated new rules permitting only "qualified, objective and bona fide" foreigners—or government-approved Ugandans—to work as journalists.

Journalists based elsewhere who want to visit Uganda must specify what subjects they plan to report on and then stick to those subjects during their visit.

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Members of the U.S. government's **Interagency Committee on International Communications and Information Policy** are reviewing an informal policy paper designed to help the committee formulate an international communications policy for the country.

Prepared by William C. Salmon, State Department senior advisor for science and technology, the paper recommends, among other things, creation of a presidential commission that would analyze long-term implications of technological change for the international information and communications field.

Salmon met with the international working group of the ANPA Government Affairs Committee in March. ANPA plans to submit comments on the Salmon paper to the interagency group [presstime, Aug. 1981, p. 32]. ☐

Editor uses cable to talk with readers

A Quebec newspaper has turned to cable TV to find out what's on readers' minds.

Claude Masson, editor-in-chief and assistant publisher of Le Soleil in Quebec City, spent 90 minutes in a cable television studio one night in March fielding on-the-air telephone calls from about 25 readers.

The idea grew out of an earlier, untelevised experiment during which Masson stayed in the newspaper office two evenings to answer telephone calls from readers. That first call-in was dominated by comments on the philosophy and editorial outlook of the French-language daily.

But most of the cable TV callers wanted to discuss more specific subjects, such as the stamp column and women's news.

Masson plans to repeat the televised call-in each month and to focus on specific departments of the newspaper. In addition, representatives of community organizations will be invited to speak on the air with Le Soleil staff members.

"We are doing all this in the spirit of openness and contact with our readers," Masson said. ☐

Canadian daily readership put at 60 percent of adults

Sixty percent of adults in Canada read a daily newspaper each day, according to a Gallup Organization study based on January interviews with 1,050 persons.

Studies in the United States have shown consistently in recent years that seven of 10 adults read a daily newspaper regularly.

The Canadian survey was sponsored by the University of Regina and Broadcast News Ltd., an affiliate of Canadian Press.

Respondents also were asked which media they use to get information on energy and business affairs. More than 64 percent said they get most from television or radio, while 24.5 percent said newspapers are their main source.

When asked about reliability of information on energy and business issues, 39 percent named television and 25 percent cited newspapers. About 21 percent said all sources are equally reliable. ☐

Cable television market is still hot, but some papers get cold shoulder

By Margaret Genovese
presstime staff writer

When he was invited to speak recently as one of the newspaper "pioneers" in the cable television field, Roy C. Small says he was "frankly, a little bit embarrassed."

The general manager of The Daily Register in Harrisburg, Ill., was all set last year to launch a 24-hours-a-day cable TV news and advertising service "in nothing flat." But his newspaper's proposal to lease one or two channels was spurned by the company holding the Harrisburg cable franchise. "The pioneer got stalled at the Missouri River," he says.

Small's experience represents what ANPA's Kathleen Criner calls "the most controversial issue" today in the newspaper-cable TV arena: the inability of some newspapers to secure cable channels for the services they want to offer.

Criner, director/telecommunications affairs, observes that some of those involved in cable television—notably cable magnate Ted Turner—have urged a marriage between newspaper and cable. But in recent months, some publishers eager to pop the question are finding their local cable operator "a somewhat reluctant bride."

Publishers may be miffed by the rejection, but the experience does not seem to have cooled off many of them, because in the spring of 1982 the cable market is as hot—or perhaps hotter—than ever:

- Programming is proliferating. As of March, the National Cable Television Association counted 48 satellite-delivered cable television services in operation and another 24 scheduled for launch.
- The subscriber base is mushrooming. At the end of 1981, it was 23 million—about 28 percent of all U.S. TV households—up from 19 million at the end of 1980. NCTA says subscriptions are growing at the rate of a quarter-million a *month*.
- Franchise frenzy continues with the focus shifting from the cities to the suburbs.
- "Refranchising" is emerging as a "new" market. As virgin cable territory gets scarcer and would-be cable system owners look for additional places to stake their claim in the gold rush, where can they turn? To communities that were among the first to be wired, that's where. The standard franchise goes for 15 years, and refranchising looms as the industry's next bloody battleground.
- Advertising on cable is beginning to come on with the help of the industry's own one-year-old marketing arm, the Cable Television Advertising Bureau. Veteran cable watcher Paul Kagan reports that cable ad revenues in 1981 were $129 million—$112.3 million network or national and $16.7 million local—more than double the 1980 total of $58.4 million. By 1990, he predicts, cable ad revenues will be $2.5 billion.

Yet there are trouble spots. Competitive technologies threaten (see story, next page). Some observers question whether the cable industry will be able to muster the capital necessary to deliver the 50- to 100-channel systems promised in some areas. Others wonder if the audience "pie" in large-channel systems will be sliced too thin, offering too many services for all to be profitable. The spectre of municipal ownership of cable systems or of increased local franchise fees also has caused concern.

But most people feel these factors are greatly outweighed by the potential benefits. Accordingly, newspapers' involvement in cable continues to expand.

As of last June, 729—or 15.7 percent—of the nation's 4,637 cable systems had some degree of newspaper cross-ownership, according to *Television Factbook*. That is up from 547, or 13.1 percent, as of Oct. 15, 1979.

And in a report published as an insert in the March edition of presstime, the ANPA Telecommunications Affairs Department listed 69 U.S. newspapers that had arrangements to provide character-generated text and video news and advertising services over local cable systems.

Thirty-nine of them were doing so over

channels leased from cable operators.

Getting a slot. But as the experience of the Harrisburg, Ill., newspaper illustrates, some publishers who would like to join that group are running into problems.

One obstacle is the cable programming boom. Until recently, cable system operators couldn't give channel space away. Now, they find themselves in the enviable position of being able to pick and choose among programmers vying for slots.

Some newspapers seeking access to a channel have not been able to make the cut in that kind of competition—particularly in the smaller systems. (More than half of the existing cable systems have 12 or fewer channels.)

Patricia Hirl, legislative counsel for the Minnesota Newspaper Association, says at least three newspapers in that state are in that position. "The cable operator will say something like 'Why should we lease a channel to you when we can bring in Home Box Office?'" she says.

But in the case of the Harrisburg Register, the newspaper's failure to get a cable lease agreement was for quite a different reason. Bruce Cranston, general manager of Southern Illinois Cable TV, says that system's parent company—Daniels & Associates of Denver—believes that to grant the newspaper access could lead to regulation as a common carrier.

This is a concern shared by NCTA, the cable trade association representing primarily large, multiple-system owners.

NCTA fears that if cable system operators relinquish control of channels through lease agreements, they risk losing their First Amendment rights as "telepublishers" and becoming perceived by government as common carriers.

"If we structure arms-length arrangements, if we merely lease capacity to you, we invite government controls over rates and the scope and shape of the delivery system, perhaps even over the very basics of your business and ours—the content," NCTA President Thomas E. Wheeler told an ANPA Newspapers and Cable TV Seminar in late February.

However, Steven Effros, executive director of the Community Antenna Television Association, an organization representing smaller, independent cable systems, disagrees. He feels system operators' refusal to lease channel space will invite government intervention.

Until recently, cable system operators couldn't give channel space away. Now, they find themselves in the enviable position of being able to pick and choose among programmers vying for slots.

"If we play hardball and say all of the channels are ours and nobody can do anything with them but us, then I fear politically we will lose the whole battle eventually."

A petition pending before the Federal Communications Commission asks that cable systems with more than 30 channels be required to designate a portion of them for leased access.

The commission in 1972 imposed a rule dictating mandatory leased access, but it was struck down in 1978 by the U.S. Supreme Court. The court said the FCC had no power to regulate cable beyond routine regulation of broadcast television signals.

The petitioners, including Henry Geller, former head of the National Telecommunications and Information Administration, contend that the nature of cable television has changed since 1978 and that the FCC has the power to regulate cable as common carriers.

Although the petition is not seen by most observers as going anywhere at the FCC, which is in a mood to deregulate, the question of leased access also has become an issue in Congress. Sen. Barry M. Goldwater, chairman of the Communications Subcommittee, March 4 introduced a bill with mandatory access provisions. (See story, p. 25.)

Demanding a lot. Some multiple-system owners, like Tele-Communications Inc., have said that although they won't lease channel space to newspapers, they will enter into joint ventures with newspapers [presstime, Dec. 1981, p. 19].

But that, too, is posing a problem. According to Columbus (Ohio) Dispatch General Manager Robert Johnson, whose negotiations for cable space also have hit a snag, some cable system operators "demand more in return for their channel space than their channel space is worth."

"They talk in terms of joint venture, but the cable companies also want some kind of guarantee for the use of the channel, whether or not the joint venture turns out to be profitable," he says. "Most newspaper publishers, frankly, are not willing to ac-

FCC considers bid for 'wireless cable' using high-frequency microwave band

A proposal for "wireless cable" television has been submitted to the Federal Communications Commission by Microband Corp. of America. The plan hinges on expansion of existing "multipoint distribution service," a high-frequency, over-the-air, microwave service.

Microband contends that wireless cable can be implemented faster than traditional cable television and at drastically lower cost.

The company estimates it would take 24 months to implement its entire proposal in the top 50 TV markets at a total cost of $35 million.

Microband, a subsidiary of Tymshare Inc., also says the service can be used interactively to send messages from the home via the Tymnet telephone network of another Tymshare subsidiary.

With 60 percent of the current MDS field, Microband wants the FCC to authorize up to three carriers per market instead of the current limit of two, and to allow each carrier to have up to five channels instead of the current one.

The additional channels would be those of the little-used Instructional Television Fixed Service, which the FCC has proposed to reallocate.

MDS carriers are licensed by the FCC as common carriers. Currently, MDS channels carry primarily pay-TV services such as Home Box Office. A special receiving antenna and signal converter are needed in the home to receive MDS. The antenna must have a straight line-of-sight with the sending station.

In December the FCC licensed Channel View Inc. of California to operate an eight-channel MDS service in the Salt Lake City area on an experimental basis.

cept that kind of approach."

While Johnson agrees with these cable system operators that joint ventures make the most sense in the cable-newspaper matchup, he says so far the operators are demonstrating "a reluctance . . . to sit down and talk details and an unwillingness to do anything that involves significant risk taking."

Cities want 'pot.' City governments also see cable as a valuable commodity, and, facing money squeezes, they are beginning to look seriously at municipal ownership of cable systems. The Goldwater cable bill includes a provision making it clear that municipalities have the right to own cable.

Today, there are approximately 35 cable television systems in the country that are municipally owned, according to Susan McAdams, director of the telecommunications project at the National League of Cities. They tend to be in small communities—some with as few as several hundred inhabitants—that couldn't attract the cable industry, or in rural areas where the local government chose to string cable as a public service to improve television reception. And they tend to be in communities that already own utilities.

According to McAdams, the largest community with a municipally owned cable system is San Bruno, Calif., population 35,417.

But St. Paul, Minn., population 270,230, is studying the possibility.

On April 27, St. Paul citizens will vote on whether to authorize the city to build the city's cable system.

According to Linda J. Camp, cable communications officer for the St. Paul city council, the plan calls for the franchise to be awarded to a nonprofit corporation, whose board would be appointed by the mayor with the consent of the council.

At one time, the local public TV station had sought to be the nonprofit entity to be awarded the franchise; it still may bid on a contract to manage the system, Camp says.

At the St. Paul Pioneer Press and St. Paul Dispatch, Executive Editor John R. Finnegan says that although the newspapers believe that municipal ownership is an option that "ought to be examined" by the city, they "have some concerns about the First Amendment problems that might be raised."

In any such arrangement, he says, "the operating agency ought to be carefully screened from public and political pressure."

According to Finnegan, the papers originally felt the local public TV station "with a fairly clear record of public service" would be less prone to succumb to such pressures. But he now says that because the city has decided to set up its own nonprofit corporation, "I think we will oppose the approach entirely."

Some cable observers believe the municipal ownership question will be raised most often in the refranchising process. That is the case in Spencer, Iowa. Citizens there will have an opportunity April 7 to voice their views at a public hearing. The Spencer Daily Reporter already has said editorially it opposes municipal takeover.

The Iowa Freedom of Information Council also opposes the move. "As a matter of principle, we think the (city) council should no more assume operation of cable television than it should assume operation of the Spencer Daily Reporter," wrote Executive Secretary Herbert Strentz in a letter to Spencer Mayor Keith Johnson.

"Programming decisions, coverage of governmental agencies on cable television, questions about public access and a range of other topics would all become tainted under political operation of the cable franchise," said Strentz, dean of the Drake University School of Journalism and Mass Communications in Des Moines.

Despite the activity in St. Paul, the League of Cities' McAdams says she believes "very few major cities" will go into cable ownership. There is risk in the industry, she notes, and communities will have to evaluate their capacity to raise the necessary financing—"not a small matter."

The estimated cost to construct a cable system ranges from $10,000-$12,000 a mile if the cable is strung above ground and $25,000-$35,000 a mile if it is buried. Cost of acquiring an existing system is generally agreed to be about $1,000 a subscriber.

However, the prospect of municipal ownership has prompted action by major press groups. The Board of Directors of the American Society of Newspaper Editors came out against municipal ownership late last year. And at its March 9-10 meeting, the ANPA Government Affairs Committee urged the Association's Board to adopt a policy opposing ownership of cable systems by any governmental body. ☐

The scene for laying cable is shifting from the cities to the suburbs.

Hill subcommittee passes bill restricting AT&T

By C. David Rambo
presstime staff writer

ANPA has urged Congress to bar AT&T from providing information services over the long-distance network it would retain under the proposed antitrust case settlement until "effective competition" with the communications giant develops.

"Intercity transmission alternatives are being developed but, at the present time, AT&T's near-monopoly network is not subject to effective competition," ANPA Telecommunications Committee Chairman Robert G. Marbut told the House Telecommunications Subcommittee March 4. "Electronic publishers simply do not have substantial conduit alternatives to AT&T's two-way network," he said.

Three weeks later the subcommittee voted unanimously to approve legislation imposing stricter restrictions on AT&T than those included in the proposed settlement.

AT&T reacted angrily March 25 to the 15-0 subcommittee vote and announced a massive lobbying effort against it. The bill, HR 5158, now goes to the full House Energy and Commerce Committee, whose staff said at press time that there was no schedule for action. It will not be considered until after the spring recess (late April) at the very earliest.

Earlier, at the subcommittee hearing, Marbut and attorney Richard E. Wiley, a former Federal Communications Commission chairman, presented the Association's position in support of HR 5158. The Association believes that the bill, as recently amended, would help to ensure diversity in the electronic publishing field by restricting AT&T's role at this time. Currently, AT&T provides more than 90 percent of intercity transmission services.

Under HR 5158, when a sufficient level of competition is reached, a "triggering device" overseen by the FCC would allow AT&T to enter the new fields.

"Unless and until such a day arrives—and it is still far away—we believe that Congress has a responsibility to assure that opportunities exist for competition and diversity in this emerging marketplace," Marbut testified.

Addressing the proposed settlement between the Justice Department and AT&T [**presstime**, March 1982, p. 12], Marbut, chief executive officer of Harte-Hanks Communications Inc., cited five "specific dangers" to illustrate ANPA's concerns:

- The danger of misuse of monopoly revenues. "The new AT&T will still enjoy monopoly revenues from its long-distance network which would permit cross-subsidies to its information publishing service and the possibility of a price low enough to preclude competition. Despite prolonged efforts, the (FCC) has not been able to prevent or police such cross-subsidies among AT&T's existing services."
- The danger of price discrimination. Many AT&T intercity services necessary to support electronic publishing may be unregulated, and AT&T would have the chance to impose discriminatory prices—giving service to its own publishing services at rates lower than those available to others.
- The danger of denial of network access. AT&T could discriminate in granting access to its unregulated services. "It could prevent competing electronic publishers from using these services at all."
- The danger of unfair network management. AT&T may build into the design of its network features inherently favoring its own information services.
- The danger of an "insurmountable head start." AT&T already has a big lead on information service technology—which it obtained "at the expense of telephone ratepayers. No other information provider

Marbut (second from right) testifies as (from left) Wheeler, Hauser, Wiley and Tobias listen.

has this advantage."

The prohibition against "national AT&T's" entering electronic publishing over its own intercity network at this time is one of several restrictive provisions in HR 5158, which was introduced by Telecommunications Subcommittee Chairman Timothy E. Wirth (D-Colo.).

The bill also would require AT&T to establish a separate subsidiary for any regulated intercity transmissions it might want to provide.

Another provision would allow the 22 local operating companies—which are to be spun off from the parent company under terms of the settlement—to keep the highly profitable print Yellow Pages business. That is an attempt by Wirth to hold down local phone rates. The settlement prohibits the local companies from publishing Yellow Pages.

Ma Bell's rebuttal. AT&T officials took exception to ANPA's position at the March 4 hearing. Complaining that the bill was too restrictive, they said they, too, believe in ensuring a diversity of information sources—including AT&T.

"Any statutory restrictions that would prohibit AT&T from originating information that others could create and transmit over AT&T's facilities would, in my view, flatly violate the First Amendment," declared Newton N. Minow, another former FCC chairman and now counsel for AT&T. "Such restrictions would confuse the First Amendment with economic protectionism."

AT&T Vice President Randall T. Tobias put it this way: "I don't think we ought to do anything in this country to restrict in any way the maximum possible participation of anybody."

Tobias brushed aside the "dangers" Marbut cited, saying, "It would clearly be in our interests to do everything we could to encourage as many information providers as possible to use our interstate network because that's essentially the business we're in."

The cable television industry joined newspapers in appealing for safeguards against a deregulated AT&T.

Gustave M. Hauser, chairman of Warner Amex Cable Communications Inc., said, "The threat that we could be overcome by AT&T is going to chill the atmosphere and reduce . . . not only the competition but the experimentation, the innovation, the ferment" among information providers. Under the settlement, national AT&T would be allowed to own and operate cable television services. Local operating companies would be allowed to lay the cable, but have no control over its content.

Thomas Wheeler, president of the National Cable Television Association, warned that there are many "subtle" ways AT&T could cross-subsidize services, and he encouraged Wirth to extend safeguards in his bill. "The only real safeguard against this kind of abuse, we believe, is not to allow entry in the first place. You can't have a cross-subsidy into something that doesn't exist," he said.

> ***Statutory restrictions against AT&T's originating information "would, in my view, flatly violate the First Amendment."***
>
> **Newton N. Minow**
> **AT&T counsel**

Meese says Reagan on side of newspapers

The newspaper business appears to have picked up major support from the Reagan administration in efforts to ensure a diversity of information services in new electronic markets.

Edwin Meese III, counselor to the president, told the National Newspaper Association meeting in Washington March 12, "You can be sure that the needs of the news media in terms of being protected against unfair competition by AT&T or anybody else will be protected as your representatives pursue them, as far as the administration is concerned."

Other forums. In addition to the Capitol Hill hearing, the controversy about whether and how to unleash AT&T continued in other forums.

- ANPA in late March was putting the finishing touches on comments on the proposed Justice Department settlement. They are to be submitted by April 20 to U.S. District Court Judge Harold H. Greene in Washington, D.C.

As the presiding judge in the longstanding suit, Greene is examining terms of the settlement before deciding whether to dismiss the antitrust case as both the Reagan administration and AT&T want.

- Also in March, the U.S. Court of Appeals, District of Columbia Circuit, heard oral arguments in the Computer & Communications Industry Association suit against the FCC over its Computer II decision, which would allow AT&T to offer information and other unregulated services through a subsidiary.

ANPA, a petitioner in the case, told the court the FCC did not pay sufficient attention to the Association's content-versus-conduit concerns.

The Computer II decision, although believed by some observers to be moot in light of the proposed settlement, still is an important public-policy factor, said Michael Yourshaw, another private lawyer representing ANPA in communications matters.

"Regardless of whether you agree or disagree with the decision, there's still a lot of life in Computer II," even with the settlement, he said. ☐

Field eyes national teletext news service

Field Electronic Publishing Inc. and Satellite Syndicated Systems Inc. have begun discussions that they say could result in the establishment of a joint venture to offer a nationwide teletext news and information service.

Teletext involves the one-way distribution of text and graphic information over a TV channel or a channel's vertical blanking interval.

The service would be distributed in the blanking interval of "superstation" WTBS-TV, Atlanta. WTBS is bounced off a satellite and received in 18.5 million homes via local cable television systems. Subscribers would need a decoder to get the teletext messages to appear on their television screens.

The national service would be based on "KEYFAX," one of two teletext magazines that Field Electronic Publishing has been offering on an experimental basis over its WFLD-TV in Chicago [presstime, Oct. 1981, p. 23]. ☐

Newspapers among the early winners as FCC opens low-power TV sweepstakes

The Federal Communications Commission is now in the business of licensing low-power TV stations.

In setting forth regulations for the new type of service March 4, the FCC said it will not place any restrictions on low-power TV ownership by newspaper publishers, current broadcast licensees, cable operators, or the three existing commercial TV networks.

But in cases of competing low-power applications, the agency said it will apply two comparative criteria: "diversification of control of the media of mass communications," and more than 50-percent minority ownership.

According to Molly Pauker, legal assistant to the chief of the FCC Broadcast Bureau, the former criterion means that an applicant lacking another media outlet would prevail over an equally qualified applicant who has one or more.

While it was considering final regulations for the new service, the FCC issued one license and 28 construction permits for low-power stations.

Among the construction permits granted were one for Gannett Community Television Inc. for Little Falls, Minn., where Gannett Co. Inc. publishes the Little Falls Daily Transcript; two for Sowers Newspapers Inc., publisher of the Rolla (Mo.) Daily News, for Kirksville and Maryville, Mo.; and one for Bell Press Inc., publisher of weekly newspapers in Ladysmith and Barron County, Wis., for Ladysmith.

Unlike full-service TV stations, there is no limit on the number of low-power stations one company can own. Sale of a station is not permitted until it has been operating one year. The FCC said it intends to give top priority to applications for stations in rural areas.

A low-power station is expected to have a reach of between 12 and 15 miles [presstime, May 1981, p. 40]. VHF stations will be limited to 10 watts of power; UHF stations, 1,000 watts. The service is based on the existing translator service designed to boost and retransmit regular TV signals.

The stations have a "secondary" status; that is, they may not cause interference to a full-service station or to land-mobile services such as fire and police communications. FCC staff said this may create a problem for the new service, particularly in urban areas.

The FCC decided not to subject the new service to many of the regulations imposed on full-service broadcasters. A low-power broadcaster does not have to ascertain the needs of the local community or keep program logs. The station may be operated as a pay-TV service, even if there are fewer than four regular stations in the market.

Cable television operators are not required to carry the stations.

The FCC also said the fairness doctrine and the requirement of reasonable access for legally qualified candidates for federal office will be applied on a "sliding scale" in relation to the stations' ability to comply with these regulations.

The service will be subject to copyright laws and consent requirements governing rebroadcast rights. Low-power licenses are for seven years.

When it first proposed the service two years ago, the FCC was flooded with nearly 5,000 applicants, prompting a freeze imposed a year ago. The FCC said it will continue that freeze on applications while it works through the first batch.

However, as it does so, the FCC will issue so-called "cut-off" lists of the applications it is ready to act upon. Other interested parties then will be allowed to file competing applications.

The commission also is continuing three previously granted exemptions to the freeze. Two are for applications to make changes in existing translator services, and the third is for applications to serve areas currently receiving signals from fewer than two full-service stations.

Nine FCC staffers are processing the applications. The commission has requested funding for a computer and 15 additional staffers to accelerate the effort. Even with this, Pauker believes it could be 1985 before the backlog is cleared.

The FCC said it expects the new service to "succeed, increasing competition in telecommunications and acting as a bellwether for unregulation of the broadcast services generally." ☐

Hearings scheduled on first major bill governing cable TV

Hearings have been scheduled April 26-28 in the Senate Communications Subcommittee on the first comprehensive cable television bill ever considered by Congress.

S 2172, introduced March 4 by subcommittee Chairman Barry M. Goldwater (R-Ariz.) and Sen. Bob Kasten (R-Wis.), would:

- Give the Federal Communications Commission jurisdiction over the cable industry, superseding state regulation.
- Require cable systems with 20 or more channels to set aside 10 percent of them for public, educational and governmental programming, and another 10 percent for leasing. Leased access would not be required, however, if there were "reasonably available" alternatives.
- Prohibit ownership restrictions on cable but codify existing restrictions against telephone company ownership
- Authorize the FCC to establish policies on foreign ownership of U.S. cable systems
- Allow states or local governments to acquire ownership of cable systems at "fair market value" but not to own or control "directly or indirectly" any programming except that which they would provide over channels set aside for government use
- Remove cable from compliance with fairness-doctrine, equal-time and reasonable-access provisions of the 1934 Communications Act
- Authorize states or local governments to fix rates for basic cable services and for use or sale of public access channels, but not for leased access channels.

The legislation would authorize the FCC to set a ceiling on local franchise fees, and it would relieve cable system operators of legal liability for programming carried on access channels. It also would prohibit cable systems from retransmitting broadcasts by cable "superstations" of professional sports to areas within 50 miles of the event, without consent of the home team or sponsor, and deal with cable subscriber privacy and cable signal piracy. ☐

Telecommunications notes

The Tennessee Public Service Commission has taken under advisement the complaint of Kingsport Times-News Publisher Frank Leeming against the direct-mail **advertising service** being offered by an independent **telephone company** [presstime, March 1982, p. 13].

At a March 3 hearing, the commission asked lawyers for Leeming and for United Inter-Mountain Telephone Co. to submit briefs addressing several issues, including whether the commission has the authority to regulate in this area.

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The Washington Post and the Atlanta Journal and Constitution have become the first newspapers to add **classified advertising** to their CompuServe offerings using the standardized information classification and retrieval method developed by a joint task force of the Association of Newspaper Classified Advertising Managers, the Newspaper Advertising Bureau and CompuServe.

ANPA also is developing an electronic classified advertising retrieval system (see story, p. 42).

Using its own classification and indexing method, the St. Louis Post-Dispatch has been putting classified ads into the CompuServe data base since last fall [presstime, Nov. 1981, p. 19].

• • •

The New York Times Co. has entered the **video programming** business.

NYT Productions will produce programming for cable and over-the-air television "utilizing the special resources of The New York Times and Times Co. affiliates." The program unit, a part of the New York Times Syndication Sales Corp., will draw on experience gained by the company's participation in two television series: "Portraits of Power," which featured commentary from New York Times correspondents, and "Olympic Champions," which featured commentary from the newspaper's sports staff.

• • •

Donrey Media Group has purchased Rogers Television Cable Inc., a 6,100-subscriber system in Rogers, Ark. To be renamed Rogers Cablevision, it is Donrey's second cable system acquisition.

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General Telephone & Electronic Corp. said it plans to begin voice and data private-line satellite communications services in four cities for small business at rates about 30 percent below those for private lines of the Bell System.

If approved by the FCC, GTE officials added, service will be launched soon in New York, Chicago, Los Angeles and Houston.

• • •

The U.S. Justice Department has urged the Federal Communications Commission to deregulate the **selling and leasing of satellite transponders**. Existing regulation is "costly and inefficient," and increasing market competition is making such government intervention unnecessary, the department said.

The FCC currently is studying proposals to sell transponders—the elements of a satellite that receive signals from Earth and beam them back to receiving stations—to supplement or replace the existing leasing system. The commission recently overturned a selling arrangement of last year in which RCA American Communications Inc. had auctioned off seven transponders to the highest bidder.

• • •

Cable subscribers would rather see **advertisements subsidize cable television** than pay more for the service themselves, according to a survey by the Gallup Organization.

If given a choice between having a pay cable service remain free of ads and paying 50-percent less for the same service with advertising, 60 percent of subscribers to a pay service said they would prefer the latter. So did 54 percent of subscribers to basic cable service who do not take the additional pay service.

Cable subscribers also were asked whether they would rather get additional cable programming as an advertiser-supported part of their basic cable service or without ads as a pay service. Seventy-one percent favored advertiser-supported programming so long as commercials did not interrupt shows. That dropped to 50 percent if the shows were to be interrupted.

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The National Cable Television Association's 31st annual Convention and Exposition will be May 3-5 at the Las Vegas (Nev.) Convention Center. Discussion topics will include technological and programming subjects, and cable-related legislative, regulatory, marketing and financial issues.

For more information, contact NCTA Convention Headquarters, 1724 Massachusetts Ave. NW, Washington, D.C. 20036; (202)775-3605.

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The Videotex '82 Conference will be June 28-30 at the New York Hilton. The annual conference on electronic publishing will be the third organized by Online Conference Ltd. of London.

For more information, contact Videotex '82, c/o Meeting Systems Inc., 286 Fifth Ave., Suite 809, New York N.Y. 10001; (212)563-1000.

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The **International Press Telecommunications Council** will meet June 1-4 in Hamburg, West Germany. Individual council members may obtain registration forms from Martin Casey, ANPA manager/government affairs, at The Newspaper Center, Reston, Va. As an organizational member of the IPTC, ANPA plans to send a delegation to the meeting.

Correction

Presstime incorrectly reported in the January 1982 edition (p. 13) that the Canadian Press' electronic data retrieval system, "Newstex," is for home use.

CP General Executive Donald Angus says while the system is available for home use, it primarily is intended for newspapers, broadcasters, corporations, government agencies, schools and other institutional and commercial uses. Presstime regrets the error.

Seminar tapes available

Cassette tape recordings of all sessions of the recent ANPA Newspapers and Cable TV Seminar are available. Cost is $35 for member newspapers and for seminar attendees, and $45 for non-members. Contact Suzanne Bilinski, ANPA Telecommunications Affairs Department, at The Newspaper Center, Reston, Va.

William C. Marcil

Nominee for ANPA presidency is electronic publishing pioneer

William C. Marcil

By Margaret Genovese
presstime staff writer

Like many other newspaper publishers, the man who will be nominated this month to preside over ANPA believes he someday will be delivering part of his printed product to home screens.

Unlike most, however, William C. Marcil will have an early opportunity to test that belief.

Beginning in May, his newspaper—The Forum of Fargo, N.D.—will provide text news and advertising over an experimental, telephone-based videotex system to 200 farm households in its Fargo-Moorhead, Minn., circulation area.

Marcil also is eager to try low-power television as a medium for transmitting textual information to the home screen. He has applied for a permit to construct a low-power station in Willmar, Minn., where a Forum Publishing Co. subsidiary is located.

Despite this activity in telecommunications, however, Marcil believes the number one challenge facing newspapers today is not how to cope with emerging new technologies, but how to cope with eroding circulation bases. "This is the biggest concern that I have: How do we maintain our circulation and improve it? . . . There are no easy answers any more to selling newspapers. It takes a lot of hard work to get a continually improving product."

Marcil's task is to improve on the products of what has been a family-owned enterprise for the past 65 years.

The son of a North Dakota grain buyer, Marcil graduated from the University of North Dakota in 1958 with a degree in business administration. After a stint in the Army, he went to work with an industrial finance company in a Minneapolis suburb. While there, he met and in 1960 married the former Jane Black, whose father, Norman D. Black Jr., owned and headed Forum Publishing.

Marcil joined The Forum in 1961 as an advertising salesman. "Bill was really on the spot from the day he got to the office," recalls John D. Paulson, the newspaper's vice president and assistant to the publisher. As the son-in-law of the publisher, "he had to be a little bit better than anyone else," says Paulson, who was editor at the time. "I think he's lived up to the challenge. . . ."

During the '60s, Marcil worked in every department at the paper except the newsroom. And upon Black's death in 1969, Marcil became president and publisher of Forum Publishing; president of WDAY Inc., which operates a television station and an AM/FM radio station in Fargo, and a television station in Grand Forks, N.D.; and president of Dakota Photo Engraving in Fargo.

Since then, he has overseen the acquisition of Tribune Printing Co. in Willmar, Minn., which publishes the West Central Tribune (evening, 17,200); South Dakota Broadcasting Co., with television stations in Sioux Falls, Aberdeen and Pierre, S.D.; and KMMJ Inc., an AM radio station in Grand Island, Neb. He holds the title of president of those companies, too.

But The Forum, an all-day newspaper with the largest circulation in North Dakota (56,863), remains the base of his four-state communications network.

As publisher, he still does not get involved in its news operation. "The well-run newspaper's editorial department has a certain autonomy, and it's been that way at our place," he says. "I hire the editor and let him run the news department."

Popular among his peers, the 46-year-old Marcil is considered by them to be a good newspaperman, a good neighbor and a good choice to lead ANPA.

"Bill is as dynamic a daily publisher as we have in the upper Midwest," according to Marcil's friend and fishing companion John R. Meyer, president of Lakes Publishing Co., Detroit Lakes, Minn. "He's been a leader in bringing change to the daily field."

"I couldn't have better competition in terms of cooperation," says Newell C. Grant, publisher of the Daily News in Wahpeton, N.D., 40 miles south of Fargo. "If I were to call tomorrow for anything, I know that he would respond."

The Minot (N.D.) Daily News' Raymond C. Dobson, dean of the state's publishers, is unabashedly proud of the first North Dakotan who will be nominated to lead ANPA. "I am going to be present and throw my hat in the air when he is elected," he says. The election will occur at the ANPA Convention in San Francisco.

Because of the size of his two newspapers and his close friendships with publishers of smaller newspapers, Marcil believes that as the Association's chairman and president for two years, he will be in a "good position" to change a somewhat prevalent misperception: that smaller newspapers do not have adequate input into formulation of Association policy and programs.

Among his other goals are improving communications between the Board of Directors and chairmen of ANPA committees; continuing working relationships between ANPA and other newspaper-business organizations; and working for a "smooth transition" as the Association's research arm relocates from Easton, Pa., to ANPA headquarters in Reston, Va. Monitoring preparations for the transfer has been one of the responsibilities given him by current ANPA Chairman and President Katharine Graham, chairman of the board of The Washington Post Co.

Although he will not have her advantage of being just across the Potomac River from ANPA headquarters, Marcil says he intends to keep the lines of communication open between the Red River Valley and the Reston site. "Even though people think North Dakota is probably the end of the world—or if not, you can see it from there—it's not that remote," he says.

Marcil and his wife have two children: a daughter in college and a son in high school. □

essay

Editor's note: The possibility that newspapers might someday be distributed electronically highlights the issue of content regulations on broadcasters. Should broadcast and print media continue to be treated differently under the First Amendment? Should newspapers help broadcasters get the regulations eliminated? To illuminate some of the many sides of this controversy, presstime *turned to two prominent newspaper executives.*

Pitfalls foreseen

By Harold W. Andersen

Should newspapers support the principle of news and editorial freedom for electronic media?

Yes.

Should newspapers join in the broadcasters' argument that electronic media are entitled to this freedom as a right guaranteed under the First Amendment?

Harold W. Andersen

No, emphatically.

For some years I have felt that electronic newsmen are entitled to relief from such things as the so-called "fairness doctrine" and "equal time" requirements. (In 1971, testifying before the Senate Judiciary Subcommittee on Constitutional Rights, I expressed support for "some kind of legislative emancipation for at least the news and public affairs operations of the broadcast media.")

But I have long felt, and continue to feel, that it would be a serious mistake for newspaper representatives to join broadcasters in the argument that such legislative relief is due them as a constitutional right.

Certainly the courts have rejected this broadcasters' argument.

In the much discussed Red Lion Broadcasting Co. case, the Supreme Court in 1969 held, 8-0, that "although broadcasting is clearly a medium affected by a First Amendment interest . . . differences in the characteristics of news media justify differences in the First Amendment standards assigned to them."

And as recently as 1978, in a case involving cross ownership of a newspaper and a broadcast station in the same city, the Supreme Court held, again 8-0, in part:

"Efforts to enhance the volume and quality of coverage of public issues through regulation of broadcasting may be permissible where similar efforts to regulate the print media would not be."

I question whether the broadcasters are not possibly weakening their "First Amendment" arguments by the very act of advocating legislative relief.

Consider a statement prepared for presentation to Congress by the Radio and Television News Directors Association.

While advancing "First Amendment" arguments, the RTNDA

Should newspapers support First

Unqualified support

By John F. Dille Jr.

In expressing an opinion on where ANPA ought to stand on First Amendment and related matters of freedom, it seems to me appropriate to consider the contemporary atmosphere in which newspapers operate and to anticipate what could lie ahead.

John F. Dille Jr.

During a recent meeting of an ANPA committee concerned with our relationship to government and freedoms, a congressman involved legislatively in our affairs said, "You know, they don't like you-all out there any more."

He went on to describe audiences giving heavy applause to speakers he had heard derogate the press as lacking in veracity and fairness.

How many of us would deny that our own experiences confirm more than contradict the congressman's observation?

A sub-unit of the committee to which I am assigned is charged with being a kind of "distant early warning" group. So now let me do my best to warn through speculation.

If the examples of public attitude toward the press given by the congressman spread, might a time come when a politician would think he could curry public favor, even votes, by vilifying the press?

It is not difficult to project the alarm further.

The composition of Congress could change, possibly radically, possibly this year. A retrogression to the kind of Congress that over the years imposed so many inhibiting controls on broadcasters could take place. Having a sharply diminished fear of or respect for newspapers, some of the more Machiavellian of them might see an opportunity to persuade enough of their gullible associates that newspapers are essentially just another element of the mass media, along with broadcasters. They are mostly monopolies and are going to be transmitted over the air one of these days, anyway. Therefore, the same requirements extant for broadcasters should prevail for newspapers. Sort of a "goose and gander" philosophy.

"First Amendment," the newspapers cry. "Not at all," respond the legislators, "we're not abridging, we're expanding. The provisions for broadcasters established by our distinguished predecessors—fairness doctrine, equal time, reasonable access and political editorializing—would help newspapers assure the public full, fair, balanced treatment of information and opinion."

Unlikely legislation? Yes. Impossible? No.

Among the questions of the day to which ANPA's attention is addressed is: "To what degree, if any, shall we support the efforts of others to alter, reduce, or eliminate present government provisions for the operation or conduct of mass media?"

Blessed be the unique and enviable genesis of newspapers, the status of "the press" in the First Amendment. The press originated because of the perception of thoughtful men that the

Harold W. Andersen is president of the Omaha (Neb.) World-Herald Co. and a former chairman and president of ANPA (1974-76). John F. Dille Jr. is chairman and editor of The Elkhart (Ind.) Truth, owner of several broadcast properties and a former chairman of the joint radio-TV board of directors of the National Association of Broadcasters (1965-67). Both are members of the ANPA Government Affairs Committee.

statement indicates a willingness to accept continued Federal Communications Commission or congressional regulation of certain broadcast content, so long as other restrictions are removed or narrowed.

The RTNDA statement said in part: "Even if Section 315 is not repealed in its entirety, exemptions presently in the Act should be broadened. . . . Finally, at a minimum, Congress should broaden the existing exemptions for news documentaries and debates."

I don't see how newsmen who seem willing to accept (or are resigned to accepting) a substantial measure of government regulation can logically argue that they have substantially the same First Amendment protection as do print journalists.

If broadcasters have broad constitutional protections under the First Amendment, they should be seeking relief in the courts, not in the Congress.

In the very act of asking *congressional* relief, they may be weakening the argument that they have *constitutional* protection, in my opinion.

What difference does all this make to newspapers?

If we agree that the First Amendment applies to newspapers as it does to a licensed, regulated medium of communication such as broadcasting, might we not be weakening our case for continuing constitutional protection against government regulation—even licensing—of newspapers?

We are told that electronic delivery of information will one day be as important to newspapers as to broadcasters.

This may prove true.

It is a substantial, additional reason for us to support the principle of regulation-free delivery of information by electronic means.

But to support this principle does not require acceptance of the argument that what is being sought is legislative confirmation of a First Amendment right.

Note, please, that I am dealing here with the principle of regulation-free delivery of information by electronic means. As to whether the American Newspaper Publishers Association should support this or that specific piece of legislation dealing with the subject, the decision must, of course, rest with the appropriate ANPA committees and the Board of Directors.

In summary:

Why possibly jeopardize the present interpretation of newspapers' First Amendment rights by linking those constitutional rights with the legislatively conferred rights that are being sought for electronic information providers?

We do have substantial common cause with broadcasters—but, I stress again, not a *constitutional* common cause. ☐

Amendment rights for broadcasters?

infant American nation would survive under the democratic concepts of its founders only if the citizens were adequately informed. Its primary responsibility was to present information and opinion—not entertainment, the original attraction of broadcasting.

Also unique in contemporary America, newspapers alone among the mass media have their product reach the consumer using only method or material available through free enterprise. Nothing generic, nothing atmospheric, nothing from the federal public domain requiring government participation.

There are those, including at least one voice in the Senate, who would go so far as to amend the First Amendment to include mass media other than the press. In my opinion, this is completely unnecessary because broadcasters, for example, can now be construed as similar to the press in any legal or governmental considerations.

My desk dictionary carries a Random House Inc. copyright of 1966. I am not advancing it as the last word on anything, but it is an unabridged edition and very satisfactory in my use. On page 1139, under "press," its definition 26 is, "All the media and agencies that print, broadcast, or gather and transmit news, including newspapers, news magazines, radio and television bureaus, wire services, etc." More recent dictionaries may have gone further. By extension, that seems adequate for any of these mass media elements to claim consideration as press before any court or agency and seek whatever satisfaction is justified in the eyes of that body.

The relief of broadcasters from government provisions regulating content is another matter. The development of such provisions is a long and dismaying story. Essentially government arrogated to itself power over broadcasting through the necessary control of the atmospheric spectrum to avoid broadcasters' "jamming" one another's signal. But the extension of control to content of programming has the effect of stifling much information and opinion.

In my opinion, broadcasters have developed a mature, constructive, responsible role in our society, many influenced by newspaper ownership. I would welcome what I believe would be the kinetic, catalytic effect on newspapers of freer broadcasting.

There is much in common—above all, concern for intrusion of government. Under the present administration, there is a clear opportunity for the elimination of much of the inhibiting legislation governing broadcasters. Release from the provisions would provide infinitely better service to the public.

For these reasons, in my opinion, the National Association of Broadcasters should be given active support. NAB and ANPA have worked well in the past, and more than a laissez-faire attitude on the part of ANPA is needed now.

Where historically there were varying degrees of suspicion, of anxiety, even of fear, by newspapers when radio came along—by both when television came along, by all when cable came along—they are all now recognized as forming a link in serving our citizens.

The American people have demonstrated an astonishing capacity to absorb information. Let us in the mass media work together to preserve all of the necessary freedoms to continue such service. ☐

Guild cites 'growing concern' over alleged age discrimination

Allegations of age discrimination have been made in two newsrooms, and in one instance formal charges were filed.

That was at the Buffalo (N.Y.) Courier-Express, where 24 workers went to the Equal Employment Opportunity Commission charging the newspaper with violations of the Age Discrimination in Employment Act of 1967. The act is intended to protect individuals between the ages of 40 and 70.

The group also filed charges with the New York State Division of Human Rights.

No hearings have been scheduled by either agency.

The complaints allege, among other things, that only one person 40 or older has been hired to fill an editorial position in more than two years, and that only two people over 40 have been promoted in 15 months.

Publisher Roger P. Parkinson replied in a statement that "the Courier-Express does not discriminate . . . on the basis of age, sex, religion, race, nationality or anything else.

"The Courier-Express hires and promotes solely on the basis of merit."

The charges were brought with the backing of Local 26 of The Newspaper Guild, but not in its name. The union is financing legal costs, according to William Buil, the local's president.

The Guild Reporter, published by the international union in Washington, D.C., charged that the Buffalo case is "the latest and most graphic example of what appears to be a growing concern in an increasing number of Guild locals that veteran employees—particularly in newsrooms—are becoming the objects of discriminatory patterns and practices."

In the second case, Local 98 of the Guild made allegations of intimidation and harassment of veteran reporters against the San Jose (Calif.) Mercury and News. However, no charges were filed with either a state or federal agency.

John B. Hammett, the newspapers' vice president/employee and community relations, said he met with Guild officials and denied there was any discrimination. "At the same time," Hammett said, "I told them we would investigate the allegations and work with them on anything that would appear to be a problem." ☐

Times considers lawsuit over false article

The New York Times in late March was considering a lawsuit against a 24-year-old free-lance writer whose Times Magazine story about a 1981 trip with Khmer Rouge guerrillas in Cambodia turned out to be fictitious.

The article by Christopher Jones was published Dec. 20, 1981, but the fact that it was fiction did not surface for two months. It marked the third time within a year that a major U.S. daily had been burned by an unscrupulous writer.

Confronted with the evidence, Jones—an American living in Spain— admitted his story was a fake. He said he prepared it using his imagination plus material gathered from two 1980 visits to Cambodia. Some of the information from those visits already had been published in the Asian edition of Time magazine. Jones also admitted to lifting a passage from Andre Malraux's 1930 novel on Cambodia, *The Royal Way.*

The fabrication was revealed after The Washington Post—one of the other recent victims of a writer's hoax—ran an article raising questions about the Times piece.

Times Executive Editor A.M. Rosenthal, who had been critical of the Post when its fictitious story about an 8-year-old heroin addict slipped through the editing process, said Jones' article was "put through checking procedures—scrutiny by editors, researchers and telephone conversations with the author on many points."

But the procedures "failed to uncover the clues in the text that would have led us to doubt the veracity of the piece," he said.

The other earlier case of fakery involved a New York Daily News story on a skirmish in Northern Ireland [presstime, June 1981, p. 37]. ☐

Isaacs tells ways to foster public's belief in media

National News Council Chairman Norman E. Isaacs has proposed that the news media take three steps to help restore public confidence in their work.

Norman E. Isaacs

Speaking at the University of Hawaii March 3, Isaacs recommended that:

- Any agreement to keep sources of information confidential be made only with direct approval of a news organization's top editor.
- News organizations keep editorial comment out of news accounts, and that columns of opinion be clearly labeled as such.
- Instead of responding to a protest of a story with "We stand by our story," the response be "We shall double-check."

Isaacs, who spent 40 years as a newspaperman, also contended that "the majority of news operations are examples of habit-prone maladministration" where editors provide little teaching or guidance.

A model executive staff, he said, would include an editor with three deputies. One would relieve the editor "of a vast amount of the daily workload that strips most editors of the time necessary for thinking, studying, innovating." A second would make decisions on staffing, training and guidance. The third would serve the public in an ombudsman-type role.

Isaacs was the first speaker in the University of Hawaii Journalism Program's Carol Burnett Fund Lecture series. The actress for whom the series was named gave the university $100,000 of the $800,000 she was awarded in her libel suit against the National Enquirer.

Professor John Luter, director of the Hawaii Journalism Program, said that besides funding lectures, the money will be used for prizes for students writing papers on ethical issues and editorials on responsibility in journalism, and for faculty research projects on journalism ethics. ☐

Trenton Times reverses losses, rebuts charge its news suffers

The Trenton (N.J.) Times says it has reversed a trend of financial loss, and despite the comments of some disgruntled editorial employees, past and present, the owner says these gains have not come at the expense of editorial integrity.

Allbritton Communications Co. said daily and Saturday circulation has risen about 2,000 and Sunday circulation about 3,000 since the paper was acquired last October from The Washington Post Co.

Company spokesman George Beveridge said daily circulation of the morning paper now stands at about 68,200, Saturday circulation at 68,300 and Sunday circulation at 80,800.

As of Sept. 30, 1981, circulation of the Times' main competition, The Trentonian, was 67,815 weekday mornings and 60,514 Sunday. Beveridge would not elaborate on the Times' financial status, other than to say it is now operating in the black.

Meanwhile, in an unusual, signed editorial March 7, Times Chairman Joe L. Allbritton responded to charges by former and current editorial staffers that emphasis is now on "quantity rather than quality" and that wishes of advertisers play a major role in deciding how stories are played. The critics have cited the layoff of 24 employees—nearly a third of the news staff—and the firing of a new reporter who embellished a major advertiser's press release with some unflattering information about bankruptcy proceedings.

Allbritton said his firm does not allow "the interests of our advertisers to influence the news or how news is to be printed. This was true at the first acquisition of this company, The Washington Star (which Allbritton owned from 1974-78.) It remains true at our most recent acquisition, the Trenton Times."

Allbritton said a wrong management decision had been made on how to handle the press release concerning the advertiser's bankruptcy proceedings. But he said the reporter also had been wrong to defy his editor's instructions to run the release as received.

In addition to the company-ordered layoffs, more than a dozen other reporters and editors who disagreed with the new owner's policies have left the Times. Most of those slots since have been filled with new employees, Beveridge said. ☐

SPJ,SDX moves toward name change

Without fanfare, the officers of The Society of Professional Journalists, Sigma Delta Chi, approved a change in membership materials in which the words "Sigma Delta Chi" were dropped, leaving "the society of Professional Journalists" to stand alone.

The Greek letters still appear in the diamond-shaped logo. But the new design "puts that 'Sigma Delta Chi' part in—How shall I put it?—a kind of lower profile," said the organization's president, Charles R. Novitz. In fact, on the letterhead stationery, the "SDX" in the lower right-hand corner is not even printed—only embossed.

The question of whether the name should be changed has been a controversial subject among the membership for many years.

At the last convention, the Bylaws Committee was directed to propose to the 1982 SPJ, SDX convention that the Greek letters be dropped [presstime, Dec. 1981, p. 24].

According to Novitz, the officers assume that members will vote for a name change at the Nov. 10-13 meeting in Milwaukee. So when the time came to order a supply of membership cards and stationery, SPJ,SDX went ahead and used what could be the new name—to take advantage of savings in bulk printing, he said. ☐

Digest of newspaper innovations compiled

The American Society of Newspaper Editors is distributing on request a digest of editorial and promotional ideas reported by Editor's Exchange since 1979. The 10-page summary was prepared by ANPA.

For copies, contact ASNE, The Newspaper Center, Reston, Va.; (703) 620-6087. ☐

First Amendment group sets seminar

The First Amendment Congress will hold a seminar on "First Amendment Values in a Changing Information System" May 20-22 at the Xerox International Center near Leesburg, Va.

The agenda will include discussions on media regulation, the "electronification of newspapers, magazines and books," the "common carrier and editorial decision making," cable television and direct-broadcast satellite. There also will be a demonstration of new electronic communications technology.

Participants will include House Telecommunications Subcommittee Chairman Timothy E. Wirth (D-Colo.), Federal Communications Commission Chairman Mark Fowler, ANPA Executive Vice President Jerry W. Friedheim and National Cable Television Association President Thomas Wheeler.

Attendance is by-invitation-only except for working press, for whom space is being made available on a first-come, first-served basis. To arrange to cover the seminar, contact Judith D. Hines, vice president and director/ANPA Foundation, at The Newspaper Center, Reston, Va. ☐

Four journalists win '82 ASNE awards

The American Society of Newspaper Editors has presented its 1982 Distinguished Writing Awards to four daily newspaper journalists.

They are Tom Archdeacon of The Miami News for sports writing, William E. Blundell of The Wall Street Journal for non-deadline writing, Theo Lippman Jr. of The Sun in Baltimore for commentary, and Patrick J. Sloyan of Newsday, Long Island, N.Y., for deadline writing.

There were nearly 700 entries for 1982, the fourth year ASNE has conducted an awards program to highlight its goal of improving the quality of newspaper writing in the United States and Canada.

The Modern Media Institute, which provided administrative assistance in judging the entries, will compile the winning stories into a book called *Best Newswriting 1982*. ☐

Budget cuts could impede minority hiring

Proposed Reagan administration cuts in college student financial aid, viewed against the backdrop of low interest among minority students in newspaper journalism, place in "serious jeopardy" newspapers' long-range goal for minority representation in their newsrooms.

That is the warning from Robert M. Ruggles, chairman of the Department of Journalism at Florida A&M University.

The year 2000 goal of having minority representation at daily newspapers equal to that of the general population was set in 1978 by the American Society of Newspaper Editors. As of 1981, an ASNE study placed minority professional employment at daily newspapers at about 5.3 percent, compared with a national minority population of about 18 percent.

Although he says the proposed federal cuts would hurt nearly all educational institutions, Ruggles believes there is "no question" that historically black colleges like Florida A&M would suffer the most. An estimated 38 percent of all minority students studying journalism and mass communications attend black colleges.

Between 80 and 85 percent of all students at Florida A&M need some form of financial aid to attend, Ruggles says. Financial aid officials have told him that if the Reagan proposals are approved, the $5.2 million students are receiving there in the form of 6,140 individual grants would be reduced to $2.2 million and 2,267 grants.

The controversial cuts are beginning to run into some trouble on Capitol Hill. The House Education and Labor Committee March 10 recommended Fiscal Year 1983 budgets for the financial aid programs above current spending levels.

But Ruggles is operating under the assumption that some cuts are coming, and he is busy sending out appeals for scholarship assistance to help fill the void. He made a plea for help at the ANPA Foundation's Conference for Professional Support of Journalism Education in late February.

Representatives of journalism organizations discuss projects supporting journalism education at ANPA Foundation-sponsored meeting at the American Press Institute, Reston, Va.

Federal budget cutbacks are only part of Ruggles' concern, however.

He points to studies by Ohio State Professor Paul V. Peterson showing that only 9 percent of minority journalism students are interested in newspaper careers.

Christine Harris, director of the Consortium for the Advancement of Minorities in Journalism, who provides staff support to the ASNE Minorities Committee, also is concerned. "Even in good times, there seems to be mounting evidence that all schools, predominantly black or predominantly white, just are not producing well-trained minority journalists in the numbers the industry needs to meet its goal," she says.

The committee will present a status report on minorities in newspapers and in journalism education at the ASNE Convention May 4-6 in Chicago. ☐

Fewer J-graduates finding work at dailies

Only 11 percent of last year's journalism graduates found work at daily newspapers, according to the annual placement survey conducted by the The Newspaper Fund. This was down from last year's 14.5 percent [presstime, March 1981, p. 30].

Hiring of new grads by weekly newspapers was up slightly, from 4.7 percent to 4.9 percent, while wire service employment declined slightly, from .4 percent to .3 percent.

Graduates getting magazine jobs amounted to 2.9 percent of the total, down from 3.2 percent.

Broadcast employment was up—from 3.5 percent to 4.3 percent for radio, and from 3.3 percent to 10 percent for television.

Public relations jobs increased slightly, from 10.4 percent to 10.8 percent. Advertising agency jobs took the biggest jump, from 4.7 percent to 10.7 percent.

Other types of media jobs accounted for 3.7 percent of the total.

In all, 58.6 percent of 1981 journalism graduates found media work.

The Newspaper Fund noted that nearly a quarter of the class took jobs outside of the media, reflecting what it called a continuing trend.

Slightly more than 8 percent went to graduate school.

At the time of the survey—six months after graduation—6.9 percent said they were unemployed and actively looking for media work; another 2.1 percent were unemployed but not looking for media work. The Fund said broadcast majors had the highest rate of unemployment.

Of the graduates, 61.3 percent were women, compared with 59.6 percent in 1980 and 46.6 percent in 1976.

Minorities made up 8.8 percent, compared with 8.1 percent in 1980 and 5.5 percent in 1976.

The Fund's study was conducted for the first time by the Gallup Organization.

Students at Indianapolis' Guion Elementary School are up to their elbows in layouts as part of "Newspaper in Education Week." It was observed the first time on a regional basis Feb. 22-26 in Indiana, Ohio, Illinois, Michigan and Wisconsin [presstime, Dec. 1981, p. 26].

Writing, photography winners announced

Eleven high school journalists have been named winners in the ANPA Foundation-Quill and Scroll 1982 national writing and photography contest.

They are:

- *Editorial*-Scott Dunham, Riley High School, South Bend, Ind.
- *Editorial cartoon*-Ted Groves, Normal (Ill.) Community High School
- *News story*-George T. Van Hoomissen, Jesuit High School, Portland, Ore.
- *Photography*-Scott Drum, Thomas Carr Howe High School, Indianapolis
- *Feature story*-Jeffrey Corbin, White Plains (N.Y.) High School
- *Investigative reporting*-Maria Cambray, Susie Miller and Sonja Otto, West High School, Green Bay, Wis.
- *Advertisement*-Debbi Marshall and Kim Miller, Clearwater (Fla.) Senior High School
- *Sports story*-Gregg Bond, Masconomet Regional High School, Topsfield, Mass.

More than 4,000 entries were received.

"We regard this contest as an early, yet important test for young journalists," said Alvah H. Chapman Jr., chairman and president of the ANPA Foundation. "The opportunity to compare articles and photos with peers nationwide is valuable at any level, but especially so for high school students. It gives them an idea of where they are in journalism and a focus on where they're going," added the president and chief executive officer of Knight-Ridder Newspapers Inc.

The awards will be presented to the winners during ceremonies at their schools. □

Intern sponsors sought for minority program

Sponsors are being sought for the Association for Education in Journalism's summer internship program for minority college students.

The annual program solicits applications from rising seniors or graduate students interested in journalism as a career, screens them, selects the top applicants and attempts to place them in internships [presstime, Aug. 1981, p. 29].

Because part of the program includes a seminar at New York University, sponsoring employers primarily are sought in the metropolitan New York City area, although interns may be placed elsewhere.

Employers are asked to provide employment for 10 weeks—from June 11 through Aug. 20—at a minimum salary of $1,750. For more information, contact Earl S. Davis, director, Institute of Afro-American Affairs, New York University, 269 Mercer St., Suite 601, New York, N.Y. □

Northwestern withdraws bid for reaccreditation of Medill graduate school

At its own request, Northwestern University's graduate journalism program has been dropped from the list of accredited schools and departments of journalism.

Northwestern President Robert H. Strotz withdrew the request for reaccreditation of the Medill School of Journalism's graduate programs while the accrediting team was on campus in late February.

In a letter to the Accrediting Council on Education in Journalism and Mass Communications, Strotz cited the team's insistance on information on faculty salaries as the reason for dropping its bid for reaccreditation.

The council's evaluation had been requested for the graduate progams only. The school's undergraduate program has never been accredited, according to ACEJMC Secretary-Treasurer Milton Gross. □

Workshop for teachers set on aiding students' writing

A workshop to show high school English teachers how to improve students' literacy through journalism writing will be held July 18-23 at the University of Minnesota.

Newspapers are encouraged to sponsor local candidates who teach writing in grades 7-12. Journalism teachers are not eligible.

In cooperation with ANPA Foundation, the workshop is being sponsored by the University of Minnesota School of Journalism and Mass Communications, the Minnesota Literacy Project and the National Scholastic Press Association.

Roy Peter Clark, assistant director of the Modern Media Institute in St. Petersburg, Fla., will be among the workshop instructors. They will discuss journalistic techniques that can strengthen students' writing skills. Participants will receive three University of Minnesota credits.

Cost is $235, which covers tuition, accommodations, meals and course materials.

Registration deadline is April 23. For more details contact Judith D. Hines, vice president and director/ANPA Foundation, The Newspaper Center, Reston, Va. □

NAB defines role it will play in government affairs arena

The Newspaper Advertising Bureau, which traditionally has not had a high profile in government affairs, nonetheless feels it has a role to play in that arena.

NAB Executive Vice President/Sales Craig C. Standen defined that role before the ANPA Government Affairs Committee during its March 9-10 meeting in Washington, D.C. He is expected to move to the top administrative spot at NAB when President Jack Kauffman retires in June.

At the outset, Standen reminded the committee that NAB's mission is to help increase revenues for newspapers and that its primary job is to sell and promote the newspaper as an advertising medium. "We have no lawyers on our staff, we have no lobbyists on our staff and we have no plans to add any," he said.

However, this does not mean NAB is unconcerned with what is going on in government, he emphasized.

But rather than try to duplicate ANPA's activities, he said, NAB can serve as a "watchdog," alert to "any proposed regulations or changes in existing regulations that will impact the newspaper's ability to generate revenue"; can provide "assessment and counsel" on the impact of these proposed changes "when our expertise allows us to make a meaningful contribution"; and can support the newspaper business "when it decides to take a unified stance in relationship to government affairs."

Standen outlined three types of government action that affect newspapers' ability to generate ad revenues—those that:

- Grant a favorable advantage to a competitor.

In this category he placed third-class postal rates giving shared mailers an "unfair advantage" over newspapers in distributing preprinted advertising inserts.

- Specifically restricting newspapers' ability to compete.

An example, he said, is the Federal Trade Commission's tentative consent agreement with the Los Angeles Times that would restrict the newspaper's volume discount program for retail advertisers (see story, p. 18).

- Affect advertisers' ability to advertise.

Two current situations fall into this area, he said: the possibility of states' imposing taxes on the printing of advertising inserts, and legislation on Capitol Hill that would change the requirements for warning labels in cigarette ads and packaging. ☐

Paid-for political ad must be published, appeals court rules

The Bloomington (Ind.) Herald-Telephone will not make a further appeal of a court decision holding that once a political ad has been paid for, it must be published.

The Indiana Court of Appeals ruled in March that the newspaper forfeited its right to reject advertising material when it entered into a contract—and received money—to publish the ad, even though the copy had not been provided prior to payment.

The ad was submitted by a candidate for the school board before the election in November 1980. The candidate paid for the ad one day and turned over the copy for it the next.

After the ad copy was prepared for publication, Herald-Telephone executives determined that it violated the newspaper's standards for political advertising.

The paper then offered to return the candidate's money or to run a revised version of the ad. The candidate refused both offers and obtained a court order forcing the newspaper to print the ad as submitted.

The newspaper appealed the order on First Amendment grounds. But the appeals court said First Amendment issues were not involved. It held that the newspaper had a right to accept or reject advertising, but that this right must be exercised before making a contract to print an ad.

General Manager Michael Hefron said the paper probably would have appealed the ruling if the court had based its decision on the First Amendment.

Hefron said the newspaper now insists that political advertisers show them copy when they pay for an ad. In addition, the newspaper's receipt form now states that acceptance of such ads is subject to the approval of the publisher. ☐

Papers tout TV audience fragmentation

The growth of cable television is splintering TV audiences, and newspapers in places as disparate as Florida and North Dakota are trumpeting that trend for their advertisers.

A January survey of 602 local cable TV subscribers by the Florida Publishing Co. of Jacksonville revealed that between 6 p.m. and midnight, only 57 percent of viewers were watching local television stations. The others were watching cable-only programming.

This audience fragmentation "makes newspaper advertising a relatively better vehicle to reach the local market," according to Florida Publishing Research Director Wallace O. Parker.

Florida Publishing owns The Florida Times Union and Jacksonville Journal and is part-owner of the Jacksonville cable system.

In North Dakota, meanwhile, the Grand Forks Herald has enclosed flyers with advertising bills and run ads in the newspaper built around the theme: "The chance of having your product seen by Grand Forks-East Grand Forks TV viewers has dropped from one in three to one in 16.

"If you want prime unfragmented exposure to nearly 80,000 readers in the Grand Forks area daily, advertise in the Grand Forks Herald."

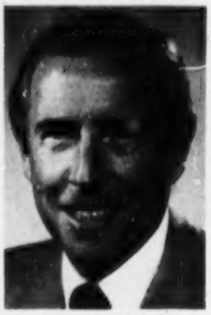
According to Advertising Director Greg Oxley, the introduction of cable television during the past few years has increased the number of available TV channels in the area from three to 16. One March ad featured a letter from a Home Box Office executive urging HBO affiliates to advertise for new subscribers in newspapers because they are the most cost-effective medium.

Oxley said the campaign has produced no concrete ad gains so far, but advertisers have indicated they are aware of it, "and I think that is important."

How a 'national' presentation can work with local retailers

By Jack Kauffman

Each year, the Newspaper Advertising Bureau undertakes a major research project in the retail area. And each January, at the annual meeting of the National Retail Merchants Association, the bureau makes its first presentation of the findings of the most recent study.



Jack Kauffman

This year the presentation, titled "Marketing Clothes to Women," turned out to be of greater interest than usual. To begin with, the research indicates that department stores may be losing their fashion leadership position to specialty stores. In our study, conducted last October, we asked women where they had most recently purchased a dress. Then we compared the answers to those to a similar question in 1979. Here's what we found:

Where most recent dress was purchased	1979	1981
Department store	39%	29%
Specialty store	29	34
National chain store	13	15
Discount store	10	9

The study also asked women how they ranked the various kinds of stores on a number of criteria such as quality, sales help, value, etc.; their sources of dissatisfaction with each type of store; their suggestions for improvements; their preferences between the classic and the trendy; the influence of designer names and labels; and media preferences and usage.

Each set of findings was easily broken down by age, income and occupation, enabling retailers to identify their own customers in the overall sample.

One of the most interesting findings was that 56 percent of the women interviewed said that advertisements had led them to make unplanned purchases, and that seven out of 10 attributed their last unplanned purchase to a newspaper ad.

The reception at the NRMA convention was enthusiastic. Since then, the bureau's Al Eisenpreis has shown "Marketing Clothes to Women" to hundreds of retail executives at meetings around the country, and more are scheduled.

Typical of the response was that which followed a showing at the annual meeting of a department store company with more than 200 stores. By a wide margin, the chain's executives voted the presentation the most important one of the meeting, and the company's president called it, "interesting and important—and something we needed to hear."

How can "Marketing Clothes to Women" be useful to you and your newspaper?

First, by showing it to your most important retail advertising medium in your market and as the leading source of fashion news and consumer influence on fashion.

Second, by conducting a similar survey in your market for use with your retailers, you can strengthen the natural bond between the retailer and the newspaper. Your newspaper's research people can do the survey, using the sample questionnaire included with the bureau research report and, if you wish, adding questions of your own.

There are two ways you can make the presentation to your retail advertisers. You can show them the member version, which is now available in single-screen format. Or you can arrange with Al Eisenpreis for a bureau retail executive to make it, using the full, multi-screen version shown at NRMA.

Copies of the research report, "Women and Fashion," are available from the bureau's research department.

The presentation is designed to be shown to department store retailers, apparel retailers, national chain retailers and discounters. It is for retail management people at least as much as it is for their advertising executives. It will serve as the basis not just for one but for many fruitful sales calls at all levels of your key retail accounts.

Retail advertising is basic to newspapers, and retailers are our best customers. With the other media expanding their efforts to capture our retail dollars, presentations like "Marketing Clothes to Women" can play an important part in keeping newspapers as *the* retail medium. □

Kauffman, president of the Newspaper Advertising Bureau, is a regular contributor to presstime.

Seminars slated on selling to chain stores

Because of "sweeping changes" in the advertising, merchandising and administrative policies of several major retailers, the Newspaper Advertising Bureau will hold five Spring Chain Store Seminars.

They will be April 6-8 in Hartford, Conn.; April 20-22, Los Angeles; May 4-6, Cincinnati; May 18-20, Portland, Ore.; and June 1-3, New Orleans.

The seminars cover how chains are organized, how they plan and evaluate advertising, what they want to know about newspapers, and how to sell against direct mail, shoppers, pennysavers and shared mail.

Enrollment costs $285 per person. For more information, contact Christo Jackson, vice president for chain store sales, NAB, 485 Lexington Ave., New York, N.Y. 10017; (212) 557-1800. □

1981 ad spending rose 12.3 percent to $17.5 billion

Revised but still preliminary figures compiled by the Newspaper Advertising Bureau indicate ad expenditures in newspapers reached a record $17.5 billion in 1981. That represents a 12.3-percent increase over 1980.

National advertising expenditures were $2.753 billion, a 17-percent increase. The bureau noted that since the newspaper business began the NEWSPLAN program of discounts for national advertising in 1979, gains in national have averaged 15.3 percent per year.

Retail advertising expenditures totaled $9.6 billion, a 12.4-percent gain, while classified ad expenditures rose 9.5 percent to $5.06 billion.

Final figures for 1981 will be released later this year, according to an NAB spokesman.

Guild seeks VDT work-break language

By Clark Newsom
presstime labor writer

There is a growing movement by The Newspaper Guild to press for contract provisions setting up work breaks for operators of video display terminals.

The union wants rest breaks of 15 minutes after one hour or 30 minutes after two hours of "continuous" work on VDTs.

Last year the government's National Institute for Occupational Safety and Health suggested a 15-minutes-per-hour mandatory break for operators under "high visual demands," and 15 minutes every two hours for employees experiencing "moderate visual demands" in their "continuous VDT work" [**presstime**, April 1981, p. 17].

David J. Eisen, the Guild's director of research and information, said the union has obtained rest-break provisions in basic contracts or side agreements with 10 companies, including daily and weekly newspapers, the Associated Press and Time Inc.

Most of the agreements, however, are not specific as to the length or frequency of the breaks, and discretion is left to the department head.

John B. Jaske, vice president/labor relations for Gannett Co. Inc., said the Guild's "demands for rest breaks, eye examinations, etc., for those who use VDTs will undoubtedly be issues for negotiations in the future."

ANPA's view on the matter of rest breaks is that they "have not been verified as a positive step for reducing employee complaints or increasing productivity," said George Cashau, coordinator of operations at the Association's Research Institute in Easton, Pa. "Most newspaper personnel, for instance, use VDTs intermittently and are not permanently stationed in front of them for very long periods of time."

By creating a more suitable and comfortable environment for an employee to work with VDTs, management may be able to reduce workers' complaints, Cashau added [**presstime**, Dec. 1981, p. 36].

The Newspaper Guild's Eisen said the union has "not had an easy time negotiating our VDT recommendations into Guild contracts, even to the extent they have NIOSH sanction."

Before the advent of VDTs, the Guild did not have a health and safety program, Eisen added. "Now we have an extensive safety program, oriented almost entirely toward VDTs." He said close to 75 percent of his time is devoted to it.

The ANPA Labor and Personnel Relations Department has on file 121 Guild contracts—81 current and 40 expired—with ANPA members. Six refer in either basic language or in side agreements to breaks for VDT users.

In addition, at least one contract with an independent newspaper union provides for rest breaks. Recently negotiated at The Boston Globe, it says employees will be permitted a 15-minute rest break following every two hours of continuous work at a terminal.

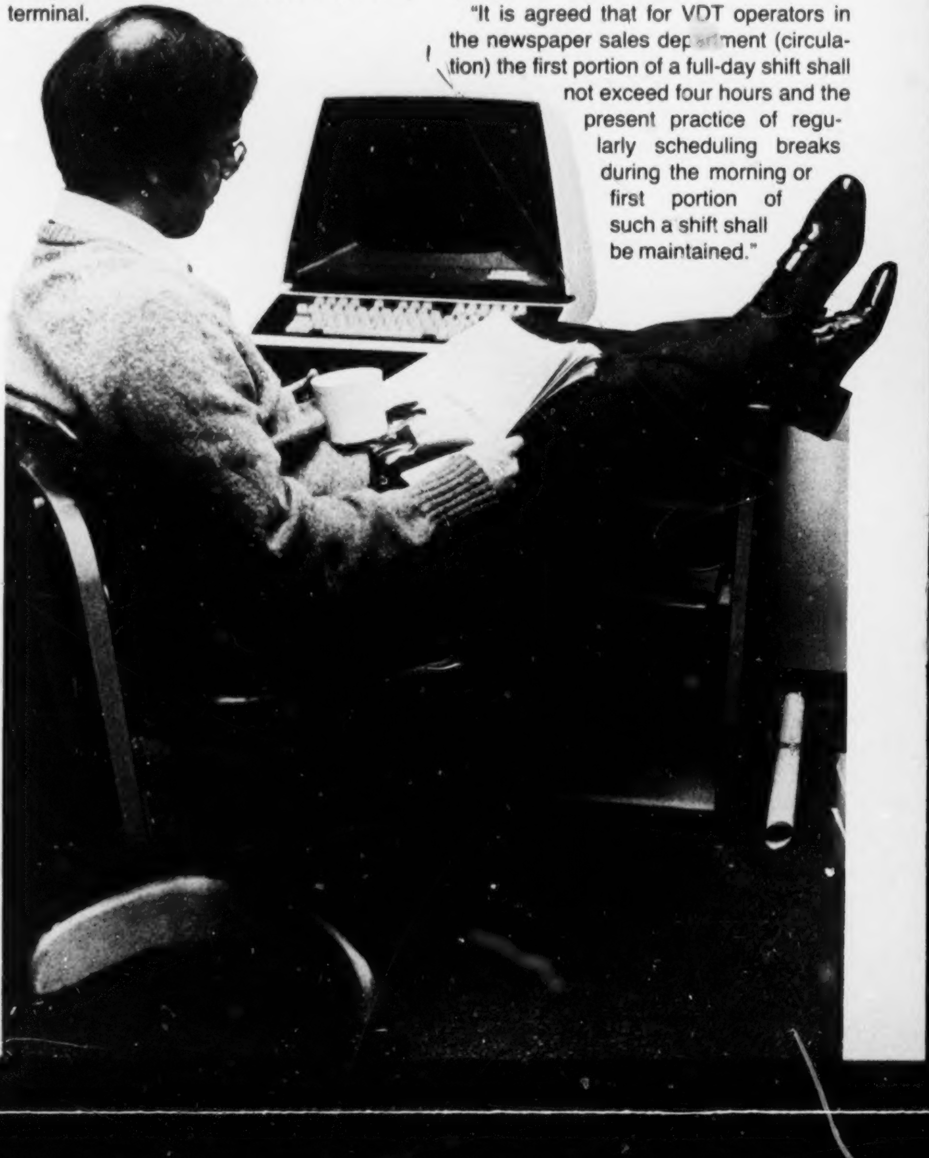
The Guild's Eisen noted that in another recently negotiated contract management can assign employees to other tasks during a break, "although as a practical matter it may not be easy to find other work."

That contract, signed in January, is with The Gazette of Montreal.

The newspaper agreed to give employees operating VDTs alternate work for 15 minutes during the middle hour of the second half of their shift, "except where past departmental practice has been considered satisfactory and is maintained."

The contract goes on to state: "It is understood that some employees may choose not to perform such alternate work. Such employees shall advise their supervisor that they wish to continue working on VDTs.

"It is agreed that for VDT operators in the newspaper sales department (circulation) the first portion of a full-day shift shall not exceed four hours and the present practice of regularly scheduling breaks during the morning or first portion of such a shift shall be maintained."



Another Canadian daily, The Brantford (Ontario) Expositor, also agreed in January to a two-year Guild contract containing a new rest-break clause.

It states: "The company recognizes the need for breaks away from VDTs and will allow for them. It is expected that employees will exercise responsible judgment in taking breaks as is the present practice."

Personnel Manager R.C. Johnson said the newspaper has VDTs in the business department and now is installing them in the newsroom and circulation department.

Under terms of Guild contracts or side agreements, dailies in four other cities have provided for specific or general rest breaks for several years:

- The Akron (Ohio) Beacon Journal's contract provision reads: "The company recognizes that employees using VDT equipment for prolonged, unbroken periods are entitled to intermittent relief."

Director of Employee Relations Philip G. Karam said he "hasn't heard a single complaint" and breaks are not an issue at the newspaper. "Nobody is chained to the machine," he said. "They get up and do what they want to do."

- The Daily Evening Item of Lynn, Mass., has a contract provision stating that employees "whose work involves prolonged or extensive use of VDTs, CRTs or similar equipment, shall be granted adequate work breaks or other work-hours limitations."

General Manager Dorman W. (Chip) Burley also reported that rest breaks are "no problem" at his newspaper. "Reporters are not nailed to VDTs," he noted, and copy editors take breaks as needed. The language was not an issue in recently concluded negotiations, Burley added.

- At two newspaper companies in Minnesota, management and the Guild in 1978 negotiated a side agreement providing for certain work breaks "on an experimental basis." The agreements subsequently were renewed in 1980 for three years.

According to the agreement at the Minneapolis Star and Tribune, the company "shall implement a new system of 'work breaks' for only those copy editors who consistently work full shifts on the VDTs for the entire week. . . .

"Such employees shall . . . receive during each day at the work place at least two separate breaks. The breaks shall total one-and-one-half hours' duration, including the meal break."

The St. Paul Dispatch and Pioneer Press agreement calls for a 30-minute work break during each regularly scheduled shift to "general copy desk persons who work full time" on VDTs. Executive Editor John R. Finnegan said breaks have been "fairly informal over the years" and have not been a problem at the newspapers.

The AP's provision for rest breaks also is not written into its labor contract with the Wire Service Guild.

Labor Relations Manager Bruce Richardson said that in negotiations for the current contract, the AP agreed to post a letter in its bureaus stating that no employee "is required to remain at a CRT or VDT station for unreasonable periods of time without taking breaks to rest their eyes or their bodies. The company has never imposed restrictions prohibiting reasonable rest breaks for its employees and will not do so with respect to those regularly assigned to work before a CRT." □

Newspaper unions talk merger again

Newspaper union merger talks have picked up again.

The merger "summit committees" of The Newspaper Guild and the International Typographical Union will meet in Washington, D.C., April 7 for the first formal discussion of the subject since talks collapsed one year ago [presstime, May 1981, p. 43].

Meanwhile, the Graphic Arts International Union and the International Printing and Graphic Communications Union are engaged in "preliminary" merger discussions.

GAIU President Kenneth J. Brown and IPGCU President Sol Fishko said they have agreed to expand a series of personal meetings to include financial officers of both unions.

Detroit newspaper unions reject opening contracts

Unions representing employees of the Detroit Free Press and The Detroit News in March rejected the newspapers' request to reopen their labor contracts because of the sagging economy.

The current agreements between the newspapers and their 12 unions expire in June 1983.

The newspapers and unions agreed to remain silent on what concessions were sought by the publishers.

The unions said they rejected the request because the newspapers were unwilling to open their books as part of the renegotiation process. □

In this section

Arbitrations:
Toronto Star, Guild—Newspaper upheld in dispute over whether resignation was forced, p. 39
Washington Star, Guild—Former employees awarded two weeks' additional pay, p. 38
Additional arbitration awards, p. 40

NLRB:
Columbus (Ohio) Dispatch, Guild—Regional director excludes district managers from bargaining unit, p. 40
Passaic (N.J.) Herald News, individual—Administrative law judge finds newspaper discriminated against columnist, p. 38

Strike:
New York Times, Deliverers—One-day wildcat strike stops distribution, p. 39

Other:
Contract settlements, p. 38
Detroit newspaper unions reject opening contracts, p. 37
GAIU's Brown re-elected, p. 38
Guild seeks VDT work-break language, p. 36
Newsday settles bias suit brought by female employees, p. 40
Union merger discussions, p. 37

Daily appeals to NLRB over right to drop column

The Herald News of Passaic, N.J., is appealing to the National Labor Relations Board an administrative law judge's recommendation that the newspaper be ordered to resume publication of a staff writer's weekly column.

Judge Arthur A. Herman held that the newspaper's decision to drop the column was an unfair labor practice under the Taft-Hartley Act. He found that the column was discontinued shortly after a representation election that led to certification of Newark Newspaper Printing Pressmen's Union No. 8 as bargaining agent for the newspaper's editorial department employees [presstime, Oct. 1980, p. 46].

"The only conclusion" that could be drawn was that the action was "a reprisal" against the columnist, Mitchell (Mike) J. Stoddard, for having taken "an active role on behalf of the union," Herman said.

He rejected The Herald News' contention that the First Amendment to the Constitution precludes the NLRB from engaging in any inquiry involving the decision not to publish Stoddard's column, or from directing the paper to reinstate it.

The First Amendment does not grant newspaper publishers a "special privilege to invade the rights and liberties of others," the judge said.

He said that ordering the paper to resume the column, subject to the same standards imposed on other employees, would not infringe on First Amendment rights.

"While (the newspaper) may object to this remedy on the grounds that it compromises its integrity and freedom of thought, it must be remembered that (the newspaper's) motive herein was purely discriminatory as it was based on Stoddard's involvement in the union," Herman added.

"The board has continually held that the mere fact of union membership does not compromise the integrity or freedom of thought of writers. An employee can be discharged for failure to comply with the policies of the newspaper but cannot be discharged for union membership.

"Thus, while the Constitution guarantees to (the newspaper) the freedom to determine the quality of its news and editorial content, it is not immune from the act's coverage, and it cannot deprive Stoddard of his right to submit his column, subject to management's approval, when such deprivation is discriminatorily motivated."

Stoddard had contended "that the writing of the column was a condition of his original employment" as Morris County bureau chief, the judge noted. And he found that prior to its being dropped in 1980, the column had been published continuously since 1967, except for a period of about a year following the newspaper's redesign in 1976.

In other issues in the case, Herman dismissed allegations that the newspaper had violated the act by imposing "more onerous and rigorous" working conditions on a reporter and Stoddard because of their union activities.

He also held that Stoddard was neither a supervisory nor managerial employee.

(Passaic Daily News t/a Herald News, JD-(NY)-12-82)

Arbiter awards Washington Star employees compensation for insufficient closing notice

About 400 people who were working for The Washington Star when it folded will receive more compensation from the now-defunct newspaper as the result of an arbitration award.

Equal to two weeks' wages, the payment is in addition to severance pay the employees received. It is, in effect, a penalty being assessed against the Star for failing to give employees four weeks' notice of the closure plan.

Arbitrator Howard G. Gamser held that four weeks' notice was required by a provision of the Star's labor agreement with the Washington-Baltimore Newspaper Guild. It stated: "When economy dismissals are to be made, four weeks' advance notice shall be given the employee and the Guild."

The Star, which gave both employees and the general public two weeks' notice of its plan to shut down [presstime, Aug. 1981, p. 43], had maintained that the contract provision for four weeks' notice of "economy dismissals" did not apply to a cessation of operations.

But Gamser held that "the language itself, given a customary and obvious meaning to the words 'economy dismissals,' requires a finding that a loss of employment due to the financial distress suffered by the publisher is covered by that provision."

He also said that the fact the employees received severance pay—required by another provision of the agreement—"cannot provide a means of distinguishing a complete shutdown from a partial layoff for economic reasons."

A Guild attorney estimated that the award will cost the Star's parent company, Time Inc., $1 million, but an attorney for the company said the amount will be less than half that figure.

Brown re-elected GAIU head

The membership of the Graphic Arts International Union has re-elected Kenneth J. Brown as president. Brown, who ran unopposed, began his new three-year term April 1. He has served as president for 25 years.

Recent contract settlements

Atlanta Constitution and Journal, IPGCU: Fourteen-month agreement covering press room employees retroactive to March 1, 1981.

Boston Globe, Independent union: Thirty-month agreement covering editorial and commercial employees retroactive to Jan. 1, 1982.

Denver Post, IPGCU: Three-year agreement covering press room employees retroactive to May 1, 1981.

Detroit Free Press, IPGCU: Three-year agreement covering press room employees retroactive to June 18, 1980.

Roanoke (Va.) Times & World-News, IPGCU: Twenty-six month agreement covering press room employees retroactive to Oct. 1, 1981.

(Details in ANPA Labor & Personnel Relations Letter Vol. 3, No. 3, March 1982.)

Award upholds paper in case marked by 'great tragedies'

An advertising salesman later found to be suffering from Huntington's disease was not discharged but resigned from The Toronto Star in 1975, an arbitration board ruled March 3.

The ruling means that the former salesman, Michael A. Weldon, will not be eligible for disability benefits under the collective bargaining agreement between the Star and Local 87 of The Newspaper Guild.

Weldon, 44, has Huntington's chorea (commonly known as Huntington's disease), a hereditary, progressive disorder of the nervous system.

The Guild had contended that Weldon was suffering from the disease at the time he left the newspaper July 25, 1975, and that his resignation had been forced, amounting to discharge without just and sufficient cause.

"We can discern nothing which amounted to a breach of the collective agreement, and accordingly, the grievance must be dismissed," said P. John Brunner, chairman of the three-member board.

Weldon had been hired in 1967 as a salesman in the Star's retail advertising department. His first few years of employment were uneventful, Brunner noted. But by 1970, dissatisfaction was being voiced by his supervisors as to his general inability to follow instructions and to process orders free from error.

The arbitrator related that in 1973 Weldon was transferred to another group in the department, but his work was still not satisfactory; in 1974 he was examined by a doctor and was "declared to be in good health"; in April 1975 he was transferred to the classified sales department, but his work continued to deteriorate; and on May 29, 1975, the newspaper referred him to a psychologist, who concluded that Weldon would be "better suited to routine selling."

In June 1975, management decided that Weldon should be discharged. At a meeting with Weldon and a Guild representative, the advertising director suggested that it probably would be in Weldon's best interest if he resigned, rather than have his employment record show a discharge, the arbitrator found.

The union was informed that Weldon would receive dismissal pay no matter which course he chose. And on July 11, Weldon delivered a letter of resignation to the advertising director of The Toronto Star, effective July 25, 1975.

In September 1975, Weldon was hired by Hershey Chocolate of Canada as a commissioned salesman. He remained in that company's employ until October 1978, when he was dismissed following a definitive diagnosis that he was suffering from Huntington's chorea.

"From and after October 1978, he has not been employable," Brunner noted, "and he presently resides in a boarding home, and is awaiting admission to a nursing home."

Brunner found there was no challenge to Weldon's termination and no suggestion that his resignation was in fact a discharge until April 1980, when the Guild took the position that the resignation was forced and that Weldon was entitled to disability benefits from the Star.

Reviewing the medical evidence, Brunner said "the vital question" was not Weldon's current condition but what it had been in July 1975. A doctor testified that while it was probable Weldon had some impairment of mental functions in 1975, the degree of such impairment was "very difficult to estimate."

"One of the great tragedies of this case," Brunner said, "is that Weldon was unaware of his family history, as he had been adopted as an infant. Subsequently, it was discovered that his natural mother and several other blood relatives had died of Huntington's disease, but until this was ascertained, no definitive diagnosis could be made. This unfortunately did not happen until the disease had progressed to a critical stage.

"Had this information been available in July of 1975, and a diagnosis been made at that time, it is very likely that the grievor would have been placed on sick leave, or disability benefits under . . . the collective agreement and the matter before us now would never have risen. But no one at the time knew the true facts."

The Guild's nominee to the board dissented, contending that "warning signals were flashing" in 1974-75 and that the Star "might well have urged a comprehensive medical examination." □

The New York Times

Philip Perkis

Delivery of The New York Times resumed Feb. 25 after a one-day wildcat strike by truck drivers over an overtime pay dispute. The walkout began after printing of the first edition had started. When efforts to get the drivers back to work were unsuccessful, the company shut down press operations. The drivers are represented by the Newspaper and Mail Deliverers' Union of New York and Vicinity, an independent union. The Times has initiated a grievance under the labor agreement to arbitrate the dispute, looking toward recovery of damages.

Newsday settles bias suit brought by female workers

An out-of-court settlement has been reached between Newsday of Long Island, N.Y., and a group of women who sued the newspaper seven years ago for sex discrimination.

Newsday agreed to pay $130,300 to more than 700 current and former female employees—plus $190,000 in legal expenses—and to follow goals for hiring and promoting women.

Before taking effect, the agreement must be approved by U.S. District Judge John R. Bartels.

Last October, Bartels dismissed a charge that Newsday discriminated against women in hiring editorial department staffers. But at the same time, he denied a Newsday motion to exclude non-editorial job applicants from the class-action suit, which had been initiated under Title VII of the 1964 Civil Rights Act by several female employees in the news department.

The settlement agreement contains a "non-admission" clause.

Stanley Asimov, Newsday's vice president for development, said the agreement was consistent with the company's affirmative-action plan enacted voluntarily in 1974.

In the settlement, Newsday agreed to:

- Establish goals for the promotion of women from the news staff to positions in editorial management
- Appoint women to outside sales jobs in advertising, to district manager positions in circulation, to programmer jobs in data processing and to entry jobs in production
- Make the following payments: $100,000 to as many as 740 women employed between March 1, 1973, and Oct. 15, 1981, with individual amounts ranging from $38.90 to $350, depending on seniority; $15,000 to be divided among six plaintiffs; $15,300 to be divided among 18 other women who were to be witnesses for the plaintiffs; $130,000 in fees of the women's attorneys; and $60,000 in other legal expenses.

Any money left over if some women cannot be located would be disbursed in scholarships for women. ☐

Circulation district managers excluded from Guild coverage

The NLRB has excluded 84 circulation department district managers of The Columbus (Ohio) Dispatch from the bargaining unit represented by Local 13 of The Newspaper Guild.

The district managers had been represented by the Guild for about 35 years.

The decision by Regional Director Emil C. Farkas to exclude them came on a petition filed by the Dispatch. The company sought to clarify the bargaining unit after converting its carrier force from independent contractor to employee status.

Farkas upheld the company's contention that under the new arrangement, the district managers are supervisors of the employee-carriers and thus are exempt from coverage under a collective bargaining agreement.

The NLRB subsequently denied a union request to review the regional director's decision.

The company has about 3,800 youth carriers between the ages of 11 and 18, 60 adult carriers and 200 motor-route carriers.

The union contended that the carriers were independent contractors. But Farkas concluded they are employees in view of the district managers' "substantial control" over them, the absence of a proprietary interest in their routes, their insulation from most losses and their limited opportunities to increase their income significantly.

The Guild also argued that the district managers did not possess the "independent judgment" necessary for a finding of supervisory status.

However, Farkas found that the district managers have the authority to hire, fire, assign, reward, discipline and direct the carriers—in short, that they do exercise independent judgment.

(The Dispatch Printing Co. and Columbus Newspaper Guild Local 13, Case No. 9-UC-215) ☐

Additional arbitration awards

Bridgewater (N.J.) Courier-News, ITU: Allan Weisenfeld ruled that the newspaper properly paid printers double time, rather than triple time, for work performed in connection with the July 4, 1981, edition.

Dedham (Mass.) Daily Transcript, IPGCU: Mark L. Irvings held that pressmen were not entitled to vacation pay for the time they did not work during a strike.

Dedham (Mass.) Daily Transcript, ITU: Lawrence E. Katz found that printers were not entitled to vacation benefits during the 10-month period they were on strike [presstime, April 1981, p. 47].

Dedham (Mass.) Daily Transcript, ITU: Robert B. McKersie ruled that for purposes of wage-step increases newsroom employees should be credited for the time they were on strike, but he denied the union's claim for vacation credits.

Rocky Mountain News, Denver, IPGCU: Ronald L. Wiggins directed the newspaper to pay the union $982.80 to settle a scheduling dispute.

Detroit Free Press, Carpenters: Richard L. Kanner accepted the "last best offer" of the newspaper in a wage arbitration, awarding a $17 weekly increase effective Jan. 1, 1982, and $18 effective Jan. 1, 1983.

Fresno (Calif.) Bee, IPGCU: Edgar A. Jones ruled that a pressman who resigned was not entitled to severance pay.

Toronto Star, Guild: J. Robert S. Prichard sustained the discharge of a helper/loader in the delivery garage for absenteeism "caused by his attitudinal and motivation difficulties."

Washington Post, IAM: Francis W. Flannagan upheld a one-week disciplinary suspension given a machinist for lying to his supervisor.

Washington Post, Mailers: Howard G. Gamser found the newspaper properly deducted excess sick-day pay from the final wages of two employees who had quit their jobs.

(Full texts available from the ANPA Labor and Personnel Relations Department at The Newspaper Center, Reston, Va.)

Chattanooga papers follow Pennsylvania daily in price cut

"Everyone else has sales from time to time."

That's how Ruth S. Holmsburg, publisher of The Chattanooga (Tenn.) Times, described an eyebrow-raising, 15-cent circulation price cut at the Times (morning, circulation 46,398) and Chattanooga's evening News-Free Press (58,679).

As of March 16, both papers cost just 10 cents a copy—a price they last retailed for in 1966.

The price cut was implemented by Roy McDonald, publisher of the News-Free Press. The Chattanooga newspapers are separately owned but published under a joint operating agreement, with McDonald having responsibility for business decisions such as pricing the newspapers.

McDonald instigated no major changes to accompany the price cut, a position that puzzled another publisher who last year cut his paper's price from 25 cents to a dime.

H.L. Schwartz III, editor and publisher of the Delaware County Daily Times in Chester, Pa., said his price cut was just one element of a sweeping, overall change in the paper's marketing strategy. The Daily Times last June 15 converted from evening to morning publication, switched from broadsheet to tabloid format, adopted a more lively and aggressive editorial stance, and cut its price—all in one fell swoop.

The changes were designed to increase circulation and thus attract the attention of advertisers in the nearby Philadelphia area. The strategy worked—circulation rose from about 40,000 to about 55,000, and advertising linage started climbing, according to Schwartz.

Following the closure of The Bulletin in Philadelphia, the Daily Times in February found itself with 7,000 more new subscribers. Schwartz said the numbers dictated a price rise—to 20 cents a copy. By mid-March, circulation had stabilized at about 60,000, he reported.

In Chattanooga, McDonald said he conceived his price-cutting idea after comparing declining daily circulation in the city with the growth of the Sunday News-Free Press. Readers view the Sunday paper more as a magazine and are willing to pay 75 cents for that, he reasoned, but by comparison, 25 cents for a weekday edition—while currently the most common price in North America—apparently looks like a lot of money to many people.

McDonald said he will maintain the 10-cent price until Sept. 1, when he will evaluate the results. ☐

Earlier deadline pays off with higher street sales

A coordinated, interdepartmental effort to meet earlier deadlines has resulted in street-sales gains for The Phoenix (Ariz.) Gazette (evening, 100,996).

"This is the kind of positive case history that demonstrates what can be accomplished by coordinated action at the local level, as we have been advocating through the Newspaper Readership Project for the past five years," Leo Bogart, executive vice president and general manager of the Newspaper Advertising Bureau, said of the paper's experience.

The Gazette has two street-sale editions, the Blue Streak, which goes to press at 8 a.m. for delivery by 11 a.m., and the Green Sheet, which until last October went to press at 3:10 p.m. and hit the streets as late as 6:30-7:30 p.m.

Reasoning that the Green Sheet was being delivered too late for most afternoon buyers, Circulation Manager D. L. Martz met with the Gazette's director of sales and the managing editor. They agreed to change the Green Sheet's deadline to 1:15 p.m. so the papers could be off the press by 1:45 p.m.

Sales of the Green Sheet edition improved by almost 2,500 the first week after the deadline was changed, although initially about 400 of those sales came at the expense of the earlier Blue Streak edition.

But in late March, Martz reported that both editions were up, with total street sales of 17,256—a gain of nearly 3,000 over the year before. ☐

ABC board adopts language clarifying separate editions

The Audit Bureau of Circulations has adopted language designed to clarify rules on when a local edition of a newspaper becomes a separate newspaper [presstime, Nov. 1981, p. 37].

The changes were suggested by the bureau's Newspaper Committee last November and approved by the board of directors Feb. 13. The new language is contained in Article C 1.4 of ABC rules and states:

"**(a)** The circulation of a separate edition of a member newspaper may be included in the total average paid circulation of the member in ABC Publisher's Statements and Audit Reports subject to the following conditions:

"1. If a member newspaper identifies the city or cities of publication in the front page logotype or running date line, all editions should identify the same city, or cities, of publication.

"2. Editions or portions of the newspaper's distribution may show on the front page a name other than the name under which ABC membership is held provided the logotype of the member is shown in a manner consistent with the member's basic logotype on all editions, and the term 'edition' is consistently shown on each edition and both are clearly legible.

"3. If in the judgment of the managing director, differences exist in the identification of an edition sufficient to create the appearance of a separate publication, separate membership in the bureau will be required.

"**(b)** A newspaper in which advertising is regularly sold separately for regional portions of the total circulation may report the average distribution for each regional portion in the explanatory paragraph of Publisher's Statements and Audit Reports."

The issue of "separate editions" had been the subject of complaints in recent years as many metro dailies moved to localize their news coverage to compete with suburban newspapers.

On another issue, the ABC board still is studying a proposal to report households as well as circulation by ZIP Code. ☐

ANPA/RI readies classified ad retrieval system

By Tom Walker
presstime technical writer

Computer scientists at the ANPA Research Institute are developing a teletext classified-advertising retrieval system that is designed to provide easier and faster access for many more users than existing electronic systems can serve.

The system, nicknamed "ReQueSt-DB" for "Relational Queries on Sequential Data Bases," would allow newspapers to transmit classified advertising or other information by cable, direct-broadcast satellite or conventional means to home television sets.

While initial research has been completed and some patents applied for, further developmental phases of the project would take 12-18 months if approved by the ANPA Board of Directors.

ReQueSt-DB could display information "as quickly and as easily as reading a newspaper page," according to William D. Rinehart, ANPA vice president/technical.

The system would not require newspapers to add support personnel such as technicians and operating specialists, and it can use data-processing equipment already in place at newspapers. With ReQueSt-DB, the information supplied by a newspaper could be displayed on television sets via a microprocessor and a keypad that are no more complicated or expensive than electronic games.

In fact, electronic games could be adapted for use with the system. The receiver/decoder microprocessor, or "black box," would cost about $100 if mass produced, ANPA/RI researchers say. Because ReQueSt-DB is a teletext system, there is no limit to the number of receivers that can be used at any given time to gain access to the information.

One aspect that makes ReQueSt-DB more attractive than other teletext systems, according to the researchers, is its simplicity and powerful searching capabilities.

Other systems may take a user through 10 to 15 display screens of information, or "menus," to get from a general category, such as "housing," to a specific classified ad listing all the features the user may be looking for (number of bedrooms, location, utilities, cost, etc.). ReQueSt-DB can do it with many fewer screens because it supports both keyword and menu searches.

How it works. Classified ads would be typed into a newspaper's existing computer system for both printing and electronic transmission.

Each day, the classified data base would be sent to a head-end computer for storage and eventual transmission to the home.

Using a keypad associated with the black box, the user would request the desired advertisements by using three basic screen types. They are:

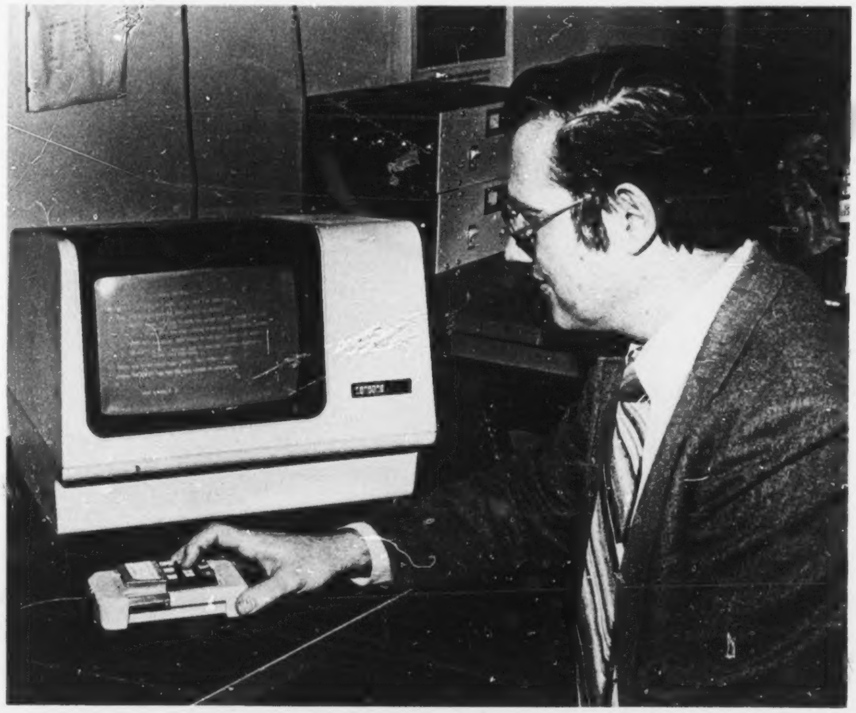
- *Menu.* These screens show a list of alternatives. For example, users can choose from general categories the type of advertising they want displayed—personals, lost and found, employment, pets, housing, etc.
- *Relational screens.* These screens provide keywords, or characteristics, from which users can choose those they want, do not want or do not care about. This is what makes ReQueSt-DB easier to use.

For example, the user who is looking for housing could choose from among "houses," "apartments" or "condominiums." Then a user, from the same screen, could choose from "one-bedroom," "two-bedroom" or "three or more bedrooms." The screen also will list other characteristics, such as location, types of utilities, and rents and selling prices.

- *Data screen.* These screens are the last the user would see. They display all the ads that contain the characteristics requested from the first two screens.

Software development. In order to change the advertising data base from the form necessary to print the ads in the newspaper to that needed for transmission on a teletext system—which is what would make the system applicable to newspapers—a software program is necessary.

Such a program, called "Convert-DB," is being developed by the Institute. Convert-DB also would provide additional information known as "headnotes"—a list of numbers that correspond to characteristics



ANPA/RI's Thompson operates keypad for ReQueSt-DB.

within each ad—to each frame, or ad, that is transmitted.

Headnotes provide the information necessary for a user to go from the general to the specific in the search for particular information. For example, all ads that are housing-related may have a "1" in the headnote. All ads that are houses for sale may also have a "2" in the headnote. All ads describing houses for sale in a particular price range may add a "3" to the previous numbers in the headnote, and so on.

The microprocessor would be "told" by keypad entries which characteristics are desired and would display only ads with the corresponding headnote numbers.

"This software package has to be smart enough to read and understand a classified ad," says Richard J. Cichelli, ANPA/RI research manager/computer applications. He and Michael Thompson, research manager/electronics, invented ReQueSt-DB and the Convert-DB concept. Cichelli says it could take up to a year and a half to complete the Convert-DB project.

Teletext systems are one-way, viewer-selective and are less expensive than videotex, which are two-way, interactive systems. ReQueSt-DB gives the appearance of being two-way while not involving videotex's heavy time-sharing costs and expensive front end systems, Cichelli notes.

ANPA has applied for patents for ReQueSt-DB and will seek a copyright for Convert-DB. For more information, contact ANPA/RI in Easton, Pa. ☐

Sony unveils printer for filmless Mavica

A color video printer designed for printing pictures taken by its electronic-camera cousin, the Mavica [presstime, Feb. 1982, p. 20], was demonstrated by the Sony Corp. in early March.

The new printer—the Mavigraph—will be produced in two sizes: one intended for commercial use costing about $1,500, and a smaller home version at about $640.

Analysts who saw Mavigraph prints said that quality varied and some were not very good. Sony says improvements are intended that should result in better prints.

The printer reproduces images electrically through a high-temperature, dye-transfer process to either plain or specially coated paper, eliminating the need for darkroom photochemical processing. ☐

Compugraphic notifies customers

Parts, service cutback coming

While claiming that it returned to profitability during the quarter ending last Dec. 31, Compugraphic Corp. has announced that as of Feb. 1, 1983, parts and service for certain products will be provided on a "best effort" basis only.

In a letter to Compugraphic users, William Grossman, vice president/Field Engineering Division, said the company cannot guarantee availability of parts because some of the equipment has been "out of manufacture" for years and parts are scarce. He also noted technicians may not be available.

ANPA Vice President/Technical William D. Rinehart said a meeting between Research Institute personnel, ANPA Technical Services and Training Committee members and Compugraphic will be held "to seek solutions to the problems" facing newspapers with the affected equipment. No date has been set.

The affected equipment includes: JusTape and JusTape Juniors, 2900 and 4900 series, ACM 9000 and 9001, and the VideoSetter I, all of which are phototypesetting equipment; Automix, Intermec and UniTape, which are paper-tape-perforating keyboards; and the 7200D headliner, serial numbers 1 through 3299.

Also, the following direct-entry typesetters will be affected: CompuWriter I, serial numbers 1 through 3999; CompuWriter II, serial numbers 1 through 2199; CompuWriter IVA, serial numbers 1 through 1999; CompuWriter 48A, serial numbers 1 through 1999; and CompuWriter 88A, serial numbers 1 through 1999.

Compugraphic is one of several newspaper suppliers whose financial woes have caused concern in the business [presstime, Sept. 1981, p. 30].

Another is AM International—formerly, the Addressograph-Multigraph Corp.—which makes phototypesetters and OCRs.

Recently, several lending officers at banks to which AM owes $115 million in short-term debt said pending default by the company on the loans probably will be waived. A default would give the banks the right to call in the loans.

One bank officer said even if waivers are granted, AM will still be in trouble. ☐

Printing network working for Gannett

Gannett Co. Inc. is off and running with a new offset printing network for commercial work at 31 Gannett newspaper plants in 22 states.

Since its October beginning, Gannett Offset has sold four preprint accounts with a total press run of 9.5 million. The advertising inserts will be printed at 10 locations around the country. Headquarters for the venture is in Marion, Ind., at Gannett's Chronicle-Tribune.

Vice President/Production Charles R. Blevins said that in some cases plants that are part of Gannett Offset will print Gannett's planned national newspaper, USA Today [presstime, Jan. 1982, p. 50]. ☐

'Media in Motion' to be Conference theme

"Profiles '82: Media in Motion" will be the theme of the 54th Annual ANPA Production Management Conference, the Conference Arrangements Committee has announced.

The Conference will be June 19-23 at the Dallas Convention Center, cosponsored with the Texas Daily Newspaper Association [presstime, March 1982, p. 43].

A packet of information including a hotel reservation form has been distributed. Because a turnout of between 14,000 and 15,000 people is expected, early return of the hotel form is advised, said Peter P. Romano, Conference director and director of the ANPA Research Institute Production Department.

Also included in the information packet is a coupon for a 30-percent discount for Conference-related travel costs on Delta Airlines.

Detailed information about the equipment exhibition and the Conference program will be published in the May and June issues of presstime.

Users like Layout-80; enhancements coming

By Tom Walker
presstime technical writer

About one year after its introduction, many Layout-80™ users say they are happy with what the ad-dummying system can do—and they express the hope that its capabilities can be expanded even further.

Layout-80, an interactive system designed by computer specialists at the ANPA Research Institute, can group ads on pages according to a newspaper's format and advertiser preferences.

The software package was designed to reduce labor, bring more consistency to a newspaper's appearance, integrate with computerized ad billing systems and provide a cornerstone for pagination [presstime, May 1981, p. 34].

Sixteen newspapers have Layout-80 in either full or partial production, ranging in size from The Miami Herald (morning circulation 545,898) to the Indiana (Pa.) Gazette (evening, 21,400).

Installation is in progress at five other newspapers, and 25 more have purchased licenses for the program.

The Institute is beginning a major marketing push to promote licensing of Layout-80 to ANPA-member newspapers, including publication of a four-page brochure on what it can do, what equipment is necessary to accommodate it, lists of newspapers that have the system and vendors that provide its needed equipment.

User comment. Many users say they are impressed with the program's ease of use, the short training time involved (usually just a few days) and, in some cases, a reduction in manhours for dummying ads.

"I really like it," says Production/Systems Manager Jack Helms of the Indiana Gazette. "It was really easy to build into our system. It gives you a lot of flexibility—tighter dummying—plus it makes allowances for coupons."

Helms says dummying time was cut by 50 percent at his paper. "Our people used to dummy ads about four hours a day. With Layout-80 it takes about two hours," he says.

He also notes that entry information provided for the program can be used in billing, "so you gain twice there."

Thomas Shaffer, computer systems manager at The Johnstown (Pa.) Tribune-Democrat, is also pleased with Layout-80's ease of operation. "It's easy to install, easy to learn and easy to keep in operation," he reports.

He says the program was installed on a Monday last October. By Friday of that same week, the newspaper's ads were dummied, and on the following Monday full production began. The newspaper expects to see additional time savings in the future, he says.

Another installation took place last October at The Lansing (Mich.) State Journal. And Systems Analyst Dave Webb is happy with it. "We use it to lay out the paper every day, and it is working quite well," he says.

At The Miami Herald, Helen Lennon, makeup manager, says, "We like it a lot. It's quicker, more accurate, and the electronic dummies are more legible" than manual dummies.

That sentiment is echoed by David Krysler of the Monterey (Calif.) Peninsula Herald. Krysler, the data processor supervisor, says, "It's great. We took two girls off manual dummying, trained them for two and one-half days, and they have been running with it ever since. It's been fantastic."

Krysler says he particularly likes the way the program responds to customer preferences for placement. "Ninety percent of the time the ad goes exactly where the customer wants it," he notes.

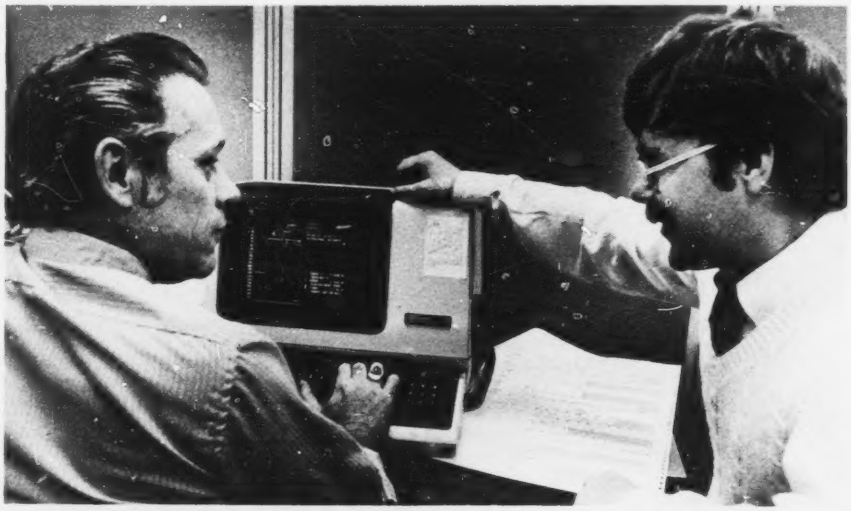
Perhaps the largest success story for Layout-80 is at the Pottsville (Pa.) Republican. Composing room Manager Edward Scheetz says, "We love it. Turnaround times are quicker, and there is more consistency and tightness to the newspaper."

He says that before Layout-80 was obtained, dummying was taking four people about two hours. "Now we are using only one person for one hour" to lay out a 32- to 36-page paper.

The newspaper has an unusual advertising program designed to fill holes left on pages by less-than-full-page ads and to generate additional revenue.

Called "standby" advertising, an advertiser can schedule small-space standing ads to be inserted one or more times weekly, when space permits, at the discretion of the newspaper. The ads are offered at one-half the prevailing rate.

The insertions are handled by Layout-80, which computes and reports space available, then indicates positions avail-



Paul Burns, assistant manager/advertising makeup of the San Diego Union and Evening Tribune, enters data at a Layout-80 workstation under guidance of ANPA/RI's Miller during recent installation.

able on pages for a sufficient number of ads to fill gaps and achieve desired news-to-advertising ratios.

"Standby would have been possible without Layout-80," says Scheetz, "but Layout-80 makes it a lot easier." ANPA/RI is working to incorporate standby-type programming into future Layout-80 programs for all users.

Some problems. As with any new technology, Layout-80 has a few problems that ANPA/RI computer specialists are working to solve.

The Indiana Gazette's Helms points out one of the common complaints about the system. "The version we have doesn't allow for multi-columned papers with, say, eight-column classified ad pages and six-column editorial pages."

James Hagan, advertising production service manager at the Pittsburgh Post-Gazette and Press, is having the same problem.

"Right now we are using it, but there still are a lot of bugs to work out," he says. Because of the differing columns, "it isn't spreading the little ads out over the paper."

The Pittsburgh dailies were the first to install Layout-80, and they have also found that it doesn't handle coupons the way they would like. "It will not put any coupons anywhere on a page that is behind a page with another coupon," Hagan says.

But, he adds, "I have talked with people at RI, and they are not too far away" from solving these problems. "I really feel the system is good, there is just some perfection needed. . . . Once they get the changes, including better distribution of ads throughout the newspaper, it could be a money-saver for newsprint and manpower."

The Miami Herald's Lennon says the only problem she is having with Layout-80 is that "it doesn't do tabloids the way we would like for it to. It is inclined to make well- (or "V") shaped layouts," which is not The Herald's style.

Two other enhancements were suggested by Webb of the Lansing State-Journal and by Nadine Paul, layout supervisor at The Modesto (Calif.) Bee.

Webb would like to be able to add late advertising to the interactive system without going back to "square one," and Paul says she would like to be able to see facing pages on the video screen at the same time.

Layout-80 workstation prints out page dummies.

RI's efforts. Richard J. Cichelli, research manager/computer applications at the Institute and one of the developers of Layout-80, says program improvements have been made.

The most important improvement, says Cichelli, is the development of a "specified hardware and software environment" for Layout-80—the Layout-80 Workstation™.

Four vendors have agreed to make workstations available at discount prices for newspapers wishing to use Layout-80 software. At list price, the hardware would cost more than $30,000, but the companies are offering it at about $20,000 to $25,000, Cichelli says.

The workstation is a "stand-alone" environment that is "very well-suited to the application of Layout-80," he says. "You can buy this and immediately go into production."

The workstations consist of Digital Equipment Corp.'s PDP 11/23 computers with assorted attachments, such as a VDT and printer.

"We want to help newspapers go into production with Layout-80 in four days," says Cichelli. "With workstations, this is possible. On other systems, it's more complicated."

John McGrath, ANPA/RI's Layout-80 project leader, says workstations have several advantages over using the computer systems already in place at newspapers. "For one thing, it's 'user friendly,' " he says, meaning that it's easy to operate. "It shields the user in that he or she doesn't have to be a software expert to operate it," he says.

Without the workstation, more work is required, such as keeping track of how much data is on the disk. If a disk becomes full and more information is added, McGrath notes, the program will go down.

"Special workstation software keeps track of the amount of data on the disk and warns you when the disk is getting full," he says.

Another advantage of the workstation, Cichelli and McGrath say, is that it is a "turnkey" operation, or, "turn on the key and it works." There is no sharing of computer time with other newspaper departments if a workstation is used. "It does what you want when you want," McGrath says, "and, if all it has to do is lay out, it can do it very quickly."

Executives at the Pottsville Republican say their Layout-80 Workstation was at least partly responsible for the success of the paper's stand-by advertising program.

The Toronto Star, Canada's largest newspaper, may soon purchase the workstation. Using its own personnel, the Star "had some real problems" trying to make Layout-80 work on its existing equipment, says A. J. Simpson, operations control manager. It took about six months to get the program up and running, he says.

Vendors supplying the workstations are

Rohr Associates of Philadelphia; Chrislin Industries Inc., Westlake Village, Calif.; First Computer Corp., Westmont, Ill.; and J. H. Leskin Associates Inc., Bethlehem, Pa.

Other Layout-80 enhancements that the Computer Applications Department has been working on and plans to release soon include:

- A version of the program that can be installed in host computers that to date have proved incompatible for the system.

"Most of the systems we have put the software on are virtually the same, but we have engineered the software to fit on a number of different computing systems now," Cichelli says. The software is now compatible with Hewlett Packard; Tandem; DEC's 11/70, 11/78 and 11/44; IBM; and Honeywell.

- Added capabilities for handling more advertising styles.

"We can't dismiss the complexity of dummying. We have to handle that complexity," Cichelli says. "It (the program) has to be smart enough to help out the dummier and not be so literal as to be more cumbersome than manual dummying."

- Ways to increase documentation for users.

"We are continually creating more information for the users of the program and sending it out to them," Cichelli says.

- A modification to allow the operator to see the positions of coupons on the reverse sides of pages.
- A larger image in the dummy sizes on the screen to make it easier to accomplish editorial dummying for layout purposes.

Users who have earlier versions of the program needn't worry that when improvements are made they will have outdated programs, says William Miller, ANPA/RI software specialist. When new software becomes available, everyone will receive it under the original licensing agreement at no additional cost.

The Institute hopes to conduct meetings for users to show new system features and to get ideas for other enhancements, he says.

Layout-80 and Layout-80 Workstation will be on display at the 54th annual Production Management Conference June 19-23 in Dallas.

For more information on the Layout-80 system, contact Cichelli at ANPA/RI in Easton, Pa. ☐

Non-petroleum-based 'ANPAINK' developed, offered to ink firms

A black letterpress ink formed totally from non-petroleum raw materials "native to the United States and available in large quantities" has been developed by the ANPA Research Institute, according to Erwin Jaffe, director/research center.

The printing quality of the new ink, called ANPAINK™, is "as good, or no worse" than current petroleum-based inks, Jaffe says. Patents have been applied for.

To recover development costs, ANPA/RI plans to make the ink formulas available to ink companies by patent licenses at a royalty of 1-cent for each pound of the new ink they sell.

Meanwhile, ANPA/RI ink chemists continue their efforts to develop non-petroleum-based offset and color inks. Part of that research project is aimed at developing a letterpress ink with a water base.

ANPA/RI's research into non-petroleum-based ink, which began in 1980, is the latest installment in an ink research program dating back to the 1950s.

Research into such inks was spawned by fears of future crude-oil embargoes that would make petroleum-based products either unavailable or available only at exorbitant prices. Also, unsubstantiated government allegations of health problems and concern about ink rub-off have been cited as reasons for exploring alternative materials [presstime, July 1981, p. 11].

George Cashau, the Institute's coordinator of operations, notes that "because news ink is the cheapest ink made, it has been difficult to develop inks that are not more expensive."

Ink is comprised of several products; primarily a "vehicle," or liquid, and "pigment," or a gritty coloring agent. The pigment is ground into the vehicle until it is dispersed so thoroughly that it can be seen only under a microscope.

Other materials are added in small quantities to keep the pigment from settling in the liquid and to ensure that the ink can flow onto press rollers.

The Institute is capable of making as much as 1,000 pounds of test ink a day, reports John Moynihan, ink chemist.

Once he selects the raw materials and forms his batch of test ink, Moynihan runs the ink through several tests.

Moynihan tests new ink on proof press.

The ink is tested on an *inkometer* for transferability and "tack," or stickiness. The ink must be able to transfer easily from roller to roller and from roller to plate. If the ink is too sticky, it will pick up newsprint fibers, resulting in poor reproduction.

A *grindometer* is used to determine how well pigments have been ground into the vehicle. If this has not been done to a sufficient degree, the ink could pile up on plates, causing excessive fill-in of the ink on the paper.

After a sample is run on a proof press, the ink is tested by a *densitometer* to determine if it is black enough.

A certain viscosity, or thickness, is imperative for ink to flow properly on a press. Too thick, the ink won't flow; too thin, it will be absorbed too readily by the newsprint, causing "showthrough." The viscosity is determined by a *viscometer* and a flow plate.

The next step is to put the ink on a test run on one of the Institute's presses. If this is successful, several newspapers are then asked to field test the ink under normal operating conditions.

In the case of the non-petroleum-based ink, Moynihan says testing at four newspapers showed that the ink doesn't behave like conventional inks because it wets the rollers a little differently.

"All the ink retreats back toward the fountain (when the press is stopped), but it goes right back up after one (press) revolution," he says. ☐

Newspapers ponder course for 'decade of the Hispanic'

By C. David Rambo
presstime staff writer

Immigration from Latin America has risen so dramatically in the last 30 years—36 percent compared to 7 percent for the previous 50 years—that the 15-million-plus Hispanic population is now the second-largest minority group in the United States.

Hispanic leaders say it will be the largest by the turn of the century—overtaking blacks. "This is the decade of the Hispanic," says Manuel A. Bustelo, publisher of El Diario-La Prensa in New York City. "The movement is enormous. You can sense it."

The radical demographic change raises new questions for U.S. newspapers on how to serve the Hispanic market, which has a potential spending power of $30 billion a year, according to the National Association of Spanish Broadcasters.

Few publishers claim to have the final answers, and there are considerable differences in the ways they are reacting to the problem.

On one end of the spectrum, The Miami Herald publishes El Miami Herald, an all-Spanish daily edition.

At mid-range are a handful of dailies that publish sections, pages or columns either all or partially in Spanish.

On the other end of the spectrum are newspapers like The Miami News that have chosen not to publish in the foreign tongue, saying Hispanics assimilate quickly into the mainstream of American society—and so it's not worth the effort.

Also part of the picture are newspapers like the Los Angeles Times that are considering Spanish efforts but haven't decided if, when or how.

All of this activity by general-circulation U.S. newspapers is silhouetted against changes in the traditional Hispanic press—defined as that which has been established, owned and operated by and for Hispanics.

In some key areas, the Hispanic press is experiencing strong growth and presenting new competitive challenges to their "Anglo" counterparts. And one newspaper giant, Gannett Co. Inc., even has moved into that realm by purchasing the elder statesman of the Hispanic press in the United States, El Diario-La Prensa of New York City.

The Spanish route. Findings of one study strongly support those publishers who believe the best way to reach Hispanics is through their language. According to a June 1981 study by Yankelovich, Skelly & White Inc. of Puerto Ricans in New York City, Mexicans in Los Angeles, and Cubans and other Hispanics in Miami, 90 percent of the adults surveyed speak Spanish, while 43 percent speak "only enough English to get by."

The most successful Spanish-language effort by a general-circulation daily is grounded on such a belief. People of Hispanic heritage are "enlarging and retaining their linguistic identity," says Roberto Fabricio, executive editor of El Miami Herald. The publication has been produced since 1976 "like a small daily newspaper" carrying general news and emphasizing stories of special interest to Hispanics.

Circulation has grown 221 percent over the past six years, says the Cuban-born Fabricio. It's on another surge now—jumping from 56,596 last Sept. 30 to more than 63,500 today, he reports. That puts El Herald neck-and-neck with The Miami News, which on Sept. 30 posted 57,879.

El Herald's success, however, is more the exception than the rule. More common are the less ambitious—and seemingly less successful—efforts of other newspapers to reach sizable Hispanic communities in their markets through Spanish columns, pages or sections.

"It's a learning experience all the way around," says Kevin Moore, metro zones editor of the Chicago Sun-Times, who oversees Los Vecinos, a weekly, Spanish-language tabloid started a year ago. It is circulated to Hispanics via an "island zoning" concept. "Basically, we're just sticking a toe in the water," says Moore.

At The Tampa (Fla.) Times, Managing Editor S. Bruce Witwer says "there is no way we say people are just clamoring for it," referring to his newspaper's weekly "La Pagina Latina," also a year old. "But we figured it's just another element of the paper that would be attractive to some people."

CAFE
CUBANO
Herald

Knight-Ridder Newspapers Inc.

Miami is a hotbed of Hispanic activity as El Miami Herald and Diario Las Americas duel for advertisers' dollars.

A bilingual staffer either writes stories specifically for the space or rewrites stories that have appeared in the daily.

Within the past year, the two Phoenix dailies also ventured into the field. The Phoenix Gazette publishes a page of Spanish in one of its zoned editions, and The Arizona Republic produces a weekly, eight-page section with some stories in both English and Spanish.

"This is something that we're not going to be thoroughly successful with at the outset," says Ed Freitag, suburban editor of the Gazette.

Readers of the Spanish copy so far are in "a very distinct minority," he adds. "I think people read it more out of curiosity than for information" because it "isn't a habit yet. . . . I think it's going to be very hard to establish this thing as a habit."

And Verne A. Peyser, metropolitan editor of the Republic, says that while the Spanish section is serving readers—and is being used in Phoenix public school classrooms—"it's not a money-maker. It looks like it isn't going to be. But it wasn't designed to be."

Other Spanish efforts of U.S. newspapers include a Spanish column in the Tucson Star, a daily section in The Laredo (Texas) Times, a daily section in The Laredo News, and Spanish copy in two shopper-type publications published by the San Antonio (Texas) Express. The Los Angeles Herald Examiner plans to start a weekly Spanish-language section or edition in the near future, says Director of Sales David W. Feldman.

Spanish print pessimists. But many newspaper executives, despite the activities elsewhere and despite such evidence as the Yankelovich study, aren't about to join in the fiesta. They believe that Hispanics meld quickly into American life and that English becomes their dominant language.

For example, Michael J. O'Neill, editor of the New York Daily News, says foreign-language media are "only transitionally helpful" because immigrants work hard to become a part of the American society. The News carries no Spanish copy.

A similar view is expressed by the managing editor of another daily that *does* publish a Spanish section—and has since 1926. "They (Hispanics) get away from (the language). It's as simple as that," says Odie Arambula, managing editor of The Laredo Times (evening, 18,985). "Our studies tell us that the number of people reading in Spanish is very small"—so small, in fact, that "it's not unusual at all for somebody to come to us and say, 'I've got this quarter-page ad, I don't want it to run on the Spanish pages.'"

Still, Arambula says his border-town newspaper will continue the daily section. It at least will serve "as a little tag" to those people who use primarily Spanish that "we know you guys are around."

Publisher David Kraslow of The Miami News also thinks assimilation is "very rapid." The News several years ago tried a weekly Spanish page but discontinued it. Kraslow says the paper decided that the best way to serve Hispanics is to improve its English-language efforts.

Hispanic press. But while some general-circulation newspapers are wary of the Spanish market, parts of the traditional Hispanic press expect a growth period unrivaled in its 174-year-old history.

One of the biggest success stories is Diario Las Americas—the other major player in the newspaper scene in Miami and Dade County, where Hispanics account for more than half of all retail spending.

Diario enjoyed a 33.59-percent increase in revenues in 1981 compared to the previous year; and that previous year, 1980, wasn't so bad—up 24 percent from '79, according to Advertising Director Enrique J. Perez.

Diario Las Americas also claims to have passed The Miami News in total circulation, with 61,808. The News still leads in Dade circulation, however, because Diario distributes more than 15,000 outside the county.

Perez says that contrary to the image of crime and poverty, the Miami area's Cuban-Americans "are skilled, business leaders, professionals—precisely the people who you want to reach. . . . In a sense, we have the top half of the market."

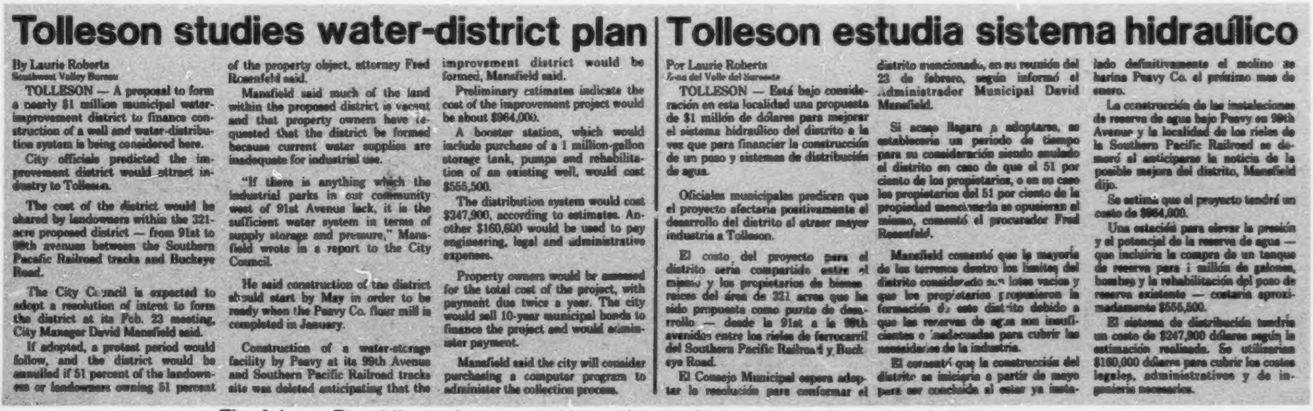
Across the continent, La Opinion, a 55-year-old Spanish daily in Los Angeles, has grown in the past five years from 24,731 circulation to 47,213, and from an average daily size of 12 pages to the current 36-40 pages.

Another vibrant member of the Hispanic press is the 11-year-old El Manana of Chicago. On March 22, it changed from weekly to daily publication. Publisher Gorki Tellez says his newspaper was very successful as a weekly, experiencing strong gains in revenues and circulation. But with 60-70 percent of all Hispanics in Chicago unable to read or speak English, the community needed a daily. "It's like the sleeping giant that's just beginning to stir," he adds.

But dailies comprise a small minority of the Spanish-language newspapers in the United States. The *1981 Editor & Publisher Year Book* lists 20 Spanish-language newspapers in eight states, with 14 of them published weekly or less frequently. Some observers believe the actual count is higher.

Enter a media giant. Betting that the market is bigger than that, and making plans to meet that market is Gannett. Its August 1981 purchase of El Diario-La Prensa was described by Gannett Chairman and President Allen H. Neuharth as "our first step toward providing more news and information to Hispanics all across the country."

The company may transmit some of its Spanish-language news via Gannett Sat-



Tolleson studies water-district plan

By Laurie Roberts
Southwest Valley Bureau

TOLLESON — A proposal to form a nearly $1 million municipal water-improvement district to finance construction of a well and water-distribution system is being considered here.

City officials predicted the improvement district would attract industry to Tolleson.

The cost of the district would be shared by landowners within the 321-acre proposed district — from 91st to 99th avenues between the Southern Pacific Railroad tracks and Buckeye Road.

The City Council is expected to adopt a resolution of intent to form the district at its Feb. 23 meeting, City Manager David Mansfield said.

If adopted, a protest period would follow, and the district would be annulled if 51 percent of the landowners or landowners owning 51 percent of the property object, attorney Fred Rosenfeld said.

Mansfield said much of the land within the proposed district is vacant and that property owners have requested that the district be formed because current water supplies are inadequate for industrial use.

"If there is anything which the industrial parks in our community west of 91st Avenue lack, it is the sufficient water system in terms of supply storage and pressure," Mansfield wrote in a report to the City Council.

He said construction of the district should start by May in order to be ready when the Peavy Co. flour mill is completed in January.

Construction of a water-storage facility by Peavy at its 99th Avenue and Southern Pacific Railroad tracks site was deleted anticipating that the improvement district would be formed, Mansfield said.

Preliminary estimates indicate the cost of the improvement project would be about $964,000.

A booster station, which would include purchase of a 1 million-gallon storage tank, pumps and rehabilitation of an existing well, would cost $555,500.

The distribution system would cost $247,900, according to estimates. Another $160,600 would be used to pay engineering, legal and administrative expenses.

Property owners would be assessed for the total cost of the project, with payment due twice a year. The city would sell 10-year municipal bonds to finance the project and would administer payment.

Mansfield said the city will consider purchasing a computer program to administer the collection process.

Tolleson estudia sistema hidraúlico

Por Laurie Roberts
Zona del Valle del Suroeste

TOLLESON — Está bajo consideración en esta localidad una propuesta de $1 millón de dólares para mejorar el sistema hidraúlico del distrito a la vez que para financiar la construcción de un pozo y sistemas de distribución de agua.

Oficiales municipales predicen que el proyecto afectaría positivamente el desarrollo del distrito al atraer mayor industria a Tolleson.

El costo del proyecto para el distrito sería compartido entre el mismo y los propietarios de bienes raíces del área de 321 acres que ha sido propuesta como punto de desarrollo — desde la 91st a la 99th avenidas entre los rieles de ferrocarril del Southern Pacific Railroad y Buckeye Road.

El Consejo Municipal espera adoptar la resolución para conformar el distrito mencionado, en su reunión del 23 de febrero, según informó el Administrador Municipal David Mansfield.

Si acaso llegara a adoptarse, se establecería un periodo de tiempo para su consideración siendo anulado el distrito en caso de que el 51 por ciento de los propietarios, o en su caso los propietarios del 51 por ciento de la propiedad mencionada se opusieran al mismo, comentó el procurador Fred Rosenfeld.

Mansfield comentó que la mayoría de los terrenos dentro los límites del distrito considerado son lotes vacíos y que los propietarios propusieron la formación de este distrito debido a que las reservas de agua son insuficientes e inadecuadas para cubrir las necesidades de la industria.

El comentó que la construcción del distrito se iniciaría a partir de mayo para ser concluido al estar ya instalado definitivamente el molino de harina Peavy Co. el próximo mes de enero.

La construcción de las instalaciones de reserva de agua bajo Peavy en 99th Avenue y la localidad de los rieles de la Southern Pacific Railroad se demoró al anticiparse la noticia de la posible mejora del distrito, Mansfield dijo.

Se estima que el proyecto tendrá un costo de $964,000.

Una estación para elevar la presión y el potencial de la reserva de agua — que incluiría la compra de un tanque de reserva para 1 millón de galones, bombas y la rehabilitación del pozo de reserva existente — costaría aproximadamente $555,500.

El sistema de distribución tendría un costo de $247,900 dólares según la estimación realizada. Se utilizarían $160,000 dólares para cubrir los costos legales, administrativos y de ingeniería necesarios.

The Arizona Republic produces a weekly section in which some stories are run in both languages.

ellite Information Network to Gannett papers published in cities with substantial Hispanic population.

Publisher Bustelo says he wants to improve El Diario—its circulation has dropped from 81,393 in 1969 to about 61,000—and to turn it into "the first national Hispanic newspaper."

He told his readers in a Nov. 25, 1981, signed editorial—written in both Spanish and English—that "Gannett believes in our community. That's why they acquired El Diario and put it in our hands as the first Hispanic link in the great Gannett communications chain."

He promised that the paper will become a "tool to trace for Hispanics the path to the political, cultural and economic power which we deserve as a people who have been for over four centuries in the land which today is the United States."

Bustelo, the country's first Puerto Rican-born publisher and a national Hispanic leader, says he thinks El Diario will be able to help unite factions of the Hispanic community: Cubans in Florida, Puerto Ricans in New York, and Mexican-Americans in the West and Southwest.

Felix F. Gutierrez, chairman of mass communications and graduate studies of the University of California's School of Journalism, predicts the touch of Gannett will be like gold for El Diario, as it has been for many other newspapers. "I think they'll make a lot of dough," he says.

Boom ahead? Gutierrez generally is bullish on Spanish-language print media. In fact, he predicts a "boom" for the rest of this decade, one similar to that experienced in the 1970s by the broadcast industry—the only media to have tapped the Hispanic market significantly.

For newspapers pondering the expanding Hispanic audience, "It's a marketing decision now," he explains. "They want to get a larger share of the advertising market."

But opinion also splits on this issue.

Henry G. LaBrie III, journalism professor at Boston University, says that "it's naive for people . . . to think there's going to be a boom in the '80s" among all Spanish-language print media.

LaBrie is particularly skeptical about predictions of enormous growth for the traditional Hispanic press. He notes that many elements of it have been, over the years, "transient" in nature. "A paper that you call today may be gone tomorrow."

Miami-area Cubans "are skilled, business leaders, professionals—precisely the people who you want to reach."

Enrique J. Perez
Diario Las Americas

"Gannett believes in our community. That's why they acquired El Diario . . ."

Manuel A. Bustelo
El Diario-La Prensa

He foresees the major growth taking place among the Spanish broadcast media, which already are flourishing. The National Association of Spanish Broadcasters says there are more than 105 all-Spanish radio stations, and another 67 that provide at least 10 hours of Spanish programming per week. There are 13 full-power, all-Spanish UHF television stations. And the Spanish International Network serves more than 150 cable systems and low-power stations.

NASB Executive Vice President Antonio J. Guernica says most of the stations have developed over the last decade.

Coverage complaints. Aside from the question of whether there will be a boom or bust in Spanish news and information services, there is a nagging issue that unites virtually all sides. It is the need for improved coverage of Hispanic issues by general-circulation newspapers.

Many people agree with LaBrie, who says that if newspapers produce a Spanish section once a week, "fine. But I hope that they never lose sight of the fact that their prime audience still needs to know the problems and goings on of the minorities."

He says there is a danger that newspapers might engage in perfunctory production of Spanish copy while shortchanging general coverage and "sidestepping their responsibilities."

Gerald Garcia, publisher of the Tucson Citizen, says the problem may stem from newspapers' "lack of understanding of the (Hispanic) community and that community's lack of understanding of the newspaper. . . . Both sides need to sit down and take a good look at each other."

Garcia is in the process of determining the best approach to Hispanic coverage. For openers, he plans to start a Spanish-language column.

The Los Angeles Times also is assessing its approach. According to Editor and Executive Vice President William F. Thomas, the paper has produced a couple of prototypes for a Spanish edition, and probably will decide sometime this year on how to improve service to Hispanics.

Most criticism, Thomas points out, centers on the allegations that not enough attention is paid to individual Hispanic communities, and that coverage emphasizes the negative.

Thomas acknowledges that the Times probably should cover those areas more thoroughly but hasn't because "we haven't had the staff makeup to do it." That is, he has not had enough Hispanic staffers for the perspective needed.

The same is true at the New York Daily News, according to Editor O'Neill. "I don't think that we . . . have had enough Latino staffing to do a good job of covering these communities," he says.

O'Neill disapproves of quotas or similar hiring practices that all but ignore professional qualifications. Yet he concedes, "The more accurately the staff can reflect the content of the population, the more likely we are to hit the target."

Newspapers criticized. According to one study, the press has been missing that target by a mile.

Eighty-eight Hispanic-American community leaders interviewed in six Southwestern U.S. cities described their local media's treatment of Hispanics as racist and as focusing primarily on crime and other negative activities.

Local newspapers were the most harshly criticized of all media for not supplying Hispanics with more relevant news, employment notices and advertising.

The Gannett-commissioned study, dubbed "Project CASA" (for Communication And Spanish-speaking Americans), was conducted over a 15-month period beginning in early 1980 by Michigan State University's Department of Communication.

The researchers also interviewed the general Hispanic adult population in those six Southwestern cities plus one other. Interviewees expressed concerns about specific kinds of coverage in their communities but were not nearly so critical as the Hispanic leaders. "These concerns do not lead to generalized negative attitudes about the media in America," the researchers reported.

Some efforts to help the media improve their coverage have come from the California Chicano News Media Association. That 100-member organization was founded in 1972 primarily to counsel Hispanic high school students interested in journalism career opportunities, says Executive Director Frank N. Newton. It also raises scholarship money.

However, CCNMA has expanded its scope to include development of practical journalism skills. It plans to continue holding such events as a recent two-day seminar for journalists on Mexican-American relations and a recent community workshop to explain to the public how the media work.

Three-fourths of CCNMA's approximately $100,000 budget this year is funded by the Gannett Foundation, Newton says. Other contributors include Capital Cities Communications Inc., the Los Angeles Times, The Modesto Bee and ABC.

No doubt interest levels among many U.S. newspaper companies will remain high as the "decade of the Hispanic" marches on and as the American melting pot takes on a more pronounced Hispanic flavor.

Not only is immigration from south of the border projected to continue its upward spiral, but statistics show the birth rate for Hispanics in the United States is greater than that for the general population. And according to the National Association of Spanish Broadcasters, the results of the Hispanic baby boom are children "whose first words will be in Spanish, whose attitudes and perceptions will be initially shaped within the Spanish-speaking environment of their homes." ☐

Canadian ruling expected

An Ontario provincial court judge is expected to rule May 3 on whether Southam Inc. and Thomson Newspapers Ltd. should be tried on charges that they conspired to lessen newspaper competition in Canada. ☐

Denver Post to join a.m. parade, but—what's this?—two go p.m.!

The trend toward converting to a morning paper is about to win a major convert—The Denver Post.

Although established as an a.m. in 1895, the Post had been an evening paper for more than half a century before it began publishing a morning edition last Sept. 14 and, in effect, became an all-day paper.

With the elimination of the p.m. edition this summer, the Post will go head-to-head with the morning Rocky Mountain News. "I'm looking at mornings as our potential," said Publisher Lee. J. Guittar.

According to Audit Bureau of Circulations averages for the six months ended Sept. 30, 1981, the Post had 255,663 daily circulation compared with 272,373 a year earlier. For the same period, the News had 300,264 compared with 276,997.

In another city with competing dailies, the evening Cleveland Press planned to start an early morning street-sales edition in late March. The Press had a 304,640-circulation average for the six months ended Sept. 30, 1981, compared with 304,499 a year earlier. Its morning competitor, The Plain Dealer, had 401,210 compared with 395,452.

The moves by the Post and the Press follow a year in which 20 afternoon daily newspapers switched to morning publication.

In addition to the 12 reported in the last presstime roundup (Aug. 1981, p. 44), the following made the change:

- Tempe (Ariz.) Daily News, July 7
- The Pioneer, Bemidji, Minn., Sept. 1
- Macon (Mo.) Chronicle-Herald, Sept. 28
- Crystal Lake (Ill.) Morning Herald, Oct. 5
- Morristown (N.J.) Daily Record, Oct. 5
- The Gettysburg (Pa.) Times, Oct. 13
- The Daily Intelligencer, Doylestown, Pa., Nov. 2
- Trenton (N.J.) Times, Dec. 21.

That makes 47 such conversions since 1979.

In addition, the West Central Tribune of Willmar, Minn., will convert to a morning paper on May 3, according to Publisher Paul London.

Also since the last presstime roundup, three more all-day papers dropped their p.m. editions: the Union Leader of Manchester, N.H., on Jan. 4 of this year; the Waco (Texas) Tribune-Herald last Aug. 1; and the Washington (Pa.) Observer-Reporter on June 29.

But the action is not all one-sided against p.m.'s: For the first time in several years, two morning dailies have gone the other way.

The late January closing of The Bulletin in Philadelphia prompted Today's Spirit of Hatboro, Pa., a Philadelphia suburb, to switch to evening publication Feb. 8.

"We were competing in the morning with The Philadelphia Inquirer and two other suburban papers, the Bucks County Courier Times of Levittown and The Daily Intelligencer in Doylestown," noted Executive Editor Fred Behringer. The conversion filled a void left by the death of The Bulletin, which was primarily an evening paper.

Results so far have been "encouraging," Behringer said, but it is "too early to tell" how the change will affect the daily's 7,500 circulation.

The Citizen of Clear Lake, Texas, a morning paper since it was established in 1967, went p.m. last Oct. 6.

"You have to understand the market," said Publisher Lonnie Clement.

"We're about 20 miles from Houston, and a lot of people who live here work in Houston and leave for work early in the morning.

"We did a survey for about a year and found people in our market would prefer to read an evening paper. We've increased circulation about 1,000 to 6,500 since the change, and our advertisers love it. Our motor routes are down to two, and we're 90-percent-delivered by the 'little merchant' system. It's the best thing we could have done."

One evening newspaper, The Democrat of Sedalia, Mo., has polled its subscribers several times on whether they want a morning paper. Each time, the vote was "staggering against" converting to morning publication, Publisher Donald V. Miller said. ☐

Newspapers take their economic lumps, too

By Mary Gail Snyder

As the recession deepens, newspapers are adopting cautious postures, watching costs closely and looking for ways to increase revenue in what most expect to be a difficult year.

Those are the findings of a random presstime survey of 29 North American newspapers and newspaper companies. Responses indicate that conditions in the newspaper business vary widely across the country, reflecting variations in local economies.

In the Midwest, harsh winter weather contributed to already depressed conditions in both farming and manufacturing sectors. Most newspapers there have seen slow or no growth for more than a year now, and are becoming old hands at coping with the problems of a stymied economy.

Some Sun Belt areas are experiencing soft spots, too, as high interest rates continue to dampen real estate and automotive. But overall, publishers in the West and Sun Belt reported fewer problems and tended to express optimism that their economies will rebound later this year.

There's no such optimism in the heavy-industry area of Danville, Ill. Christy C. Bulkeley, publisher of The Commercial-News (evening, circulation 29,987), said she expects 1982 to be "even tougher than '81, '80, and '79, all of which were tough." Times are so bad there that employees have formed an unofficial "Cheer Committee" to keep up morale, she reported.

"They reward extraordinary efforts, or just surprise people. No one ever knows what they'll do next," Bulkeley explained.

But in energy-rich Montana, personnel at The Billings Gazette (morning, 60,977) need no cheering up. Publisher George Remington said of the first part of 1982 that "it's been great." Advertising is up—even classified—and the paper plans to open a new bureau this summer.

Most large newspaper companies finished 1981 with substantial and in some cases record profits, but as the first quarter of 1982 drew to a close, many publishers were expressing uncertainty about how they will fare for the year.

More than three-quarters of those surveyed have instituted some kind of cost containment program. Contingency budgeting, hiring freezes and reductions in staff through attrition were the most common elements reported by publishers.

Economic times are so bad that employees have formed an unofficial "Cheer Committee" to keep up morale.
Christy C. Bulkeley
The Commercial-News

"I feel our newspapers are in for a period of belt-tightening like they haven't seen in a long time."
Lloyd Ballhagan
Harris Enterprises

Lloyd Ballhagan, president of Harris Enterprises in Hutchinson, Kan., said, "I feel our papers are in for a period of belt-tightening like they haven't seen in a long time."

In spite of grim economic conditions prevailing in many places, about 60 percent of the newspapers surveyed reported gains in circulation. Most attributed the growth to strengthened promotional campaigns or a recapturing of circulation lost following 1981 price increases.

Clifton D. Camp Jr., business manager of the St. Petersburg (Fla.) Times, called circulation "excellent" and declared: "We're significantly ahead of last year. We're aggressive, we're improving penetration of the market, and Florida is a growing economy."

At the Tucson Citizen (evening, 61,453) and Arizona Daily Star (morning, 67,873), circulation is up an average of 4 percent after a price-hike-sparked drop a year ago. General Manager Lynne A. Frantz said a reorganization of the circulation department during the last eight months also contributed to the increase.

In areas in which the recession is more severe, such as the Great Lakes region, there is less growth, but Thomas Tallarica, vice president/finance of the Chicago Sun-Times, said, "We've been satisfied, considering the depth of the recession."

Advertising reeling. In contrast to circulation, advertising linage has been hard hit, with most newspapers reporting overall linage flat or down compared to a year before.

Nationally, classified linage started tumbling in 1980 after four years of spectacular growth, according to the Newspaper Advertising Bureau. While there are regional variations, classified is still down—as much as 45 percent at one newspaper. A decline in the 12- to 13-percent range was most common among the papers surveyed. The depressed real estate and automotive markets were cited as the principal causes of the drop—more so than unemployment and the concomitant decrease in help-wanted ads.

Only two newspapers reported gains in retail linage, while the rest of those responding were almost evenly divided between those who said linage was down and those who said it was flat.

Robert P. Uecker, president and publisher of the Stockton (Calif.) Record, noted, "The major department stores are looking for cheaper ways to reach the consumer. Everyone is, and that affects us. Advertisers are going to continue cutting back until people start buying again."

Most of those surveyed said that preprints remain strong despite the threat of "marriage mail" [presstime, March 1981, p. 51]. One exception was The Province in Vancouver, British Columbia (morning, 130,823), where Publisher Paddy Sherman reported preprints down slightly.

National advertising linage has been erratic in many areas, but overall it continues to rise.

Robert Nunley, general manager of the Ft. Smith (Ark.) Southwest Times Record (all-day, 40,386), said, "National has been doing very well for us. We've experienced some gain, especially in coupon-type ads for national brands."

Controlling costs. With revenue showing few signs of growth, newspapers are

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Snyder, a senior at South Lakes High School in Reston, Va., is spending her last semester working as a student intern at ANPA. She plans a career in journalism.

keeping a sharp eye on costs.

Nearly every newspaper cited the latest round of newsprint price increases as their chief cost concern. A few also mentioned the cost of transportation, labor or energy during this past, severe winter as causing problems.

Also on the rise are postal costs, and the situation led Harris Enterprises to begin reversing a recent trend toward increased mail delivery of newspapers. Company President Ballhagan said, "We have been working to get people off mail and onto carriers." With the cost of gasoline dropping, he feels carrier routes can be cheaper than mailing, especially if careful study is put into routing.

The Daily Herald (morning, 54,203) of Arlington Heights, Ill. has taken more drastic steps to deal with what one official termed a "very, very difficult year." The newspaper has instituted a hiring freeze and reduced the work week from 40 hours to 36.5 hours, thus cutting salaries.

Last August, the newspaper established a Profit Advisory Committee of department heads to watch expenses. The committee has taken measures such as eliminating the op-ed page, the Sunday children's page and the Sunday magazine, and cutting back on travel and on the number of back issues saved for filing.

"Advertisers are going to continue cutting back until people start buying again."

Robert P. Uecker
Stockton (Calif.)
Record

There's been "good reaction" to a new weekly TV book and monthly coupon book.

Forrest Palmer
The News-Times
Danbury, Conn.

"With this program we're satisfied we've got everything pretty much under control," said Dan Bauman, vice president and editor.

Boosting revenues. Circulation-price and advertising-rate increases put into effect so far this year by the surveyed newspapers appear to be lower than the average of recent years.

Eight of the 29 hiked their circulation prices. The most common rate of increase reported was 10 percent.

Higher advertising rates have been implemented by about half the papers. Increases ranged from an average of 6 percent at the Twin-Falls (Idaho) Times News (morning, 21,486) to 12-15 percent at The Detroit News (all-day, 579,570). The increases by those that raised rates averaged about 9.5 percent—in line with the more conservative forecasts of newspaper business observers [presstime, March 1982, p. 24].

In addition to the standard approach of raising prices and rates, some of the newspapers reported more innovative approaches:

- The Chicago Sun-Times has begun a retail advertising "rate special" to attract steady, continuing accounts. If an advertiser keeps its daily weekday advertising on a level greater to or equal than that of last year, all Sunday advertising above last year's level brings a 25-percent discount.
- The St. Petersburg Times has sent a help-wanted classified salesman on the road to contact employment agencies.
- The Abilene (Texas) Reporter-News (all-day, 56,360) experimented with selling advertising space on the front of its news racks but subsequently decided against making it regular practice.
- The News-Times (evening, 40,151) of Danbury, Conn., has started a quarter-fold weekly TV book and a quarter-fold monthly coupon book, both of which have brought "a good reaction," reported Publisher Forrest Palmer. The paper also is "updating" its TMC product and offering selected market coverage for preprints.
- The Stockton Record has increased its number of special sections and started a shared-mail program. With a TMC product and a nonsubscriber list, the paper can "offer any combination of coverage. . . . It's almost as though for the first time we're looking at what the advertiser wants and needs," explains Publisher Uecker.
- The Daily Herald in the Chicago suburb of Arlington Heights is working on developing slide and sound shows describing the benefits of newspaper advertising with local chambers of commerce and has started a newsletter to cement stronger relationships with advertisers. ☐

Compulog signs off from TV listings despite demand

Despite a growing demand for broadcast and cable television listings in newspapers, one of the major suppliers of such listings is phasing out of the business.

TV Compulog Services Inc. began notifying its newspaper customers last December that its service will end as soon as it completes arrangements with an alternate supplier.

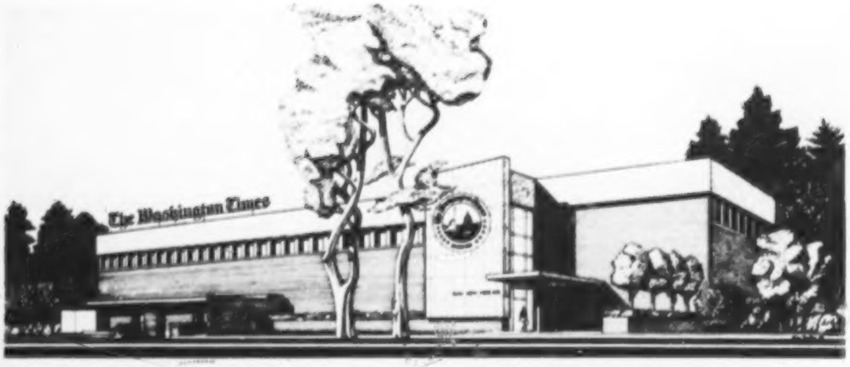
Callers to Compulog's Farmingdale, N.Y., headquarters are directed to contact Telelog in Atlanta or TV Data in Glen Falls, N.Y. Both Telelog and TV Data are owned by United Media, a subsidiary of the E.W. Scripps Co. [presstime, Nov. 1981, p. 51].

The sudden influx of former Compulog clients has led to some "customer service" problems, according to Brad Bushell, sales manager for United Media. "We're trying to make a smooth transition from their listings to ours," he said, but the almost endless variations in formats and information needed by individual newspapers are difficult to track. United Media has shifted some of its personnel to customer service to help the transition.

Meanwhile, another company is getting into the listings business. Torrington Data, also located in Glen Falls, is accepting clients and building a computerized database for television listings.

According to President Ted Zoly, Torrington has worked in the past with both TV Data and Compulog in setting up computerized wire-service delivery of listings. Torrington plans to add customers slowly and to specialize in tailoring listings to clients' needs.

Another player, although a somewhat reluctant one insofar as daily newspapers are concerned, is TelAire, a Dallas-based regional television listings service catering primarily to cable companies, supermarket TV booklets, and weekly newspapers. TelAire has a few dailies among its clients, but its marketing strategy is not aimed at rapid expansion in the newspaper field, according to James Young, national sales manager. Individual requests from newspapers are being studied on a case-by-case basis. ☐



News World Communications announces May start-up for The Washington Times

The Washington Times will begin publication in early May with Monday-through-Friday morning distribution, according to James R. Whelan, its editor and publisher.

News World Communications Inc. had announced in late 1981 that it would establish the general-interest conservative daily to compete with The Washington Post [presstime, Jan. 1981, p. 50].

The corporation publishes The News World, a 70,000-circulation morning daily, as well as a Spanish-language weekly, in its headquarters location, New York City.

News World Communications was founded by the Rev. Sun Myung Moon, head of the Unification Church. Whelan said the corporation "is committing millions of dollars" to the Washington venture.

Whelan, 48, who resigned as editor and vice president of The Sacramento (Calif.) Union to accept his new position, said The Washington Times will be completely independent of the Unification Church. His contract with News World Communications guarantees that he will have "complete control of all editorial content," he said. "And I will have it," he added. "I mean it 100 percent."

The new publisher has retained Carlyle Reed, former publisher of The Sacramento Union, as a consultant. "I've never functioned as a publisher before," Whelan said, "and I want someone with years of experience looking over my shoulder."

Another consultant, this one for personnel matters, will help Whelan sort through the more than 1,000 job resumes he had received by mid-March. The consultant, Joseph J. Gross, former vice president/personnel of the now defunct Panax Newspapers in Michigan, is setting up a personnel department for the newspaper.

For its printing plant the Times bought a building in Washington that was formerly the headquarters and warehouse of a paper company. A new, eight-unit Goss Urbanite press is being installed, and the computerized typesetting system of the now defunct Washington Star has been purchased.

A prototype edition was published March 1 at the plant of The Alexandria (Va.) Gazette.

INCFO updates manual on internal control, audit

A revised, updated edition of "Internal Control and Audit for Newspapers" has been issued by the Institute of Newspaper Controllers and Finance Officers.

The 98-page looseleaf manual covers basic components of internal control, including internal audit programs, operational audits, checklists and flow charts; external controls, such as those exercised by governments, creditors and stockholders; control procedures and techniques used by auditors; and electronic data processing.

Frederick J. Hetzel, treasurer of Dow Jones & Co. Inc., was chairman of the committee that prepared the manual. The format will accommodate additions and other handbooks planned by INCFO.

Copies are available to INCFO members for $10 and to nonmembers for $40 from INCFO, 66 E. Main St., Moorestown, N.J. 08057.

Minneapolis Star, Tribune being merged

The afternoon Minneapolis Star will be combined with the Minneapolis Tribune April 5 to create one predominantly-morning newspaper called the Minneapolis Star and Tribune.

"Our goal is to produce a much stronger newspaper," said President and Publisher Donald R. Dwight. "We were spreading our resources. We will have 20 percent more news space in the (combined) Star and Tribune than either of the two newspapers had individually."

Star home-delivery subscribers will get the combined paper in the afternoon for several weeks before they are switched to morning delivery. There will be an afternoon edition for newsstands.

As a result of the change announced March 24, about 110 people will be laid off, including 55 of 300 newsroom employees at the two newspapers. To reduce operating costs, a hiring freeze had been in effect for four months, and a number of employees had left under a voluntary incentive retirement plan that offered liberalized benefits [presstime, Dec. 1981, p. 44].

Audit Bureau of Circulations averages for the six months ended Sept. 30, 1981, showed the Star's circulation down 19,735 from 193,814 a year earlier, while the Tribune's circulation increased 7,338 to 234,730. Just 10 years ago, the Star led the Tribune, 252,323 to 229,146.

News of the Star's demise was greeted with dismay by the newspaper business, which in the last eight months has seen the closings of The Washington Star, Philadelphia Journal, The Bulletin of Philadelphia, and the Tonight edition of the New York Daily News—and the threatened shutdown of the News itself.

In late March, the Chicago-based Tribune Co. was still trying to sell the News. Union members there were due a wage increase March 31 that would reportedly add 10 percent to the existing payroll, another drawback to the sale.

A New York Senate committee held hearings in March on the propriety of government financial aid for news firms.

Helping smaller papers

Some thoughts on Pulitzer juries, low-power TV, corrections, SAUs

By Harry W. Edwards

Earlier this year, Columbia University announced the selection of 55 newspaper people as Pulitzer Prize nominating jurors for 1982 awards. The only publisher on this list from a weekly publication was the editor of Parade, the Sunday magazine supplement.

Robert Estabrook, editor and publisher of the weekly Lakeville (Conn.) Journal takes exception to this. A former editorial page editor of The Washington Post, he points out that "from my own experience on both dailies and weeklies, some of the best writing I see is in weeklies."

Perhaps in part because of their lack of representation on Pulitzer juries, weeklies seldom win the coveted award.

The most recent example was the Point Reyes (Calif.) Light, which received a 1979 Pulitzer Public Service Award.

One must go back to 1965 to find another example of a Pulitzer award to a weekly newspaper; that was when the Columbia Falls (Mont.) Hungry Horse News won for local general reporting.

A year before that, Hazel B. Smith of the Lexington (Miss.) Advertiser won the Pulitzer Editorial Award—the only weekly editor to be so honored. The award was given for "her steadfast adherence to her editorial duty" despite great community pressure brought upon her and her paper after she criticized a local white sheriff who had shot a young black.

The system for awarding Pulitzer Prizes has survived many criticisms since their inception in 1917, and they still rank as journalism's most prestigious honor. Bob Estabrook's idea of more recognition for the nation's weekly press in the nominating process would seem to merit consideration by the Pulitzer Prize Board.

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An informal survey which I recently conducted among weeklies and small dailies asked about involvement in cable TV or other forms of the electronic media. It turns out that there are as many publishers planning such involvement as there are in the "not interested" category. A number are considering low power TV as a superior alternative to cable.

One who has made a thorough analysis of the field is Gregg Jones, marketing/promotion director of The Greeneville (Tenn.) Sun. He considers an "LPTV" channel superior to cable for reasons which he summarizes as follows:

"An LPTV station will enable us to protect our market. It will be far better for us to have a channel over which we can broadcast local coverage than have someone else to do it. The availability is there. If we don't do it, someone eventually will—and that someone could represent a threat to our business in the form of an unwanted competitor.

"An LPTV channel is superior to a cable channel because:

- "There are no confinements of a lease with a cable company. Many newspapers operating a leased cable channel now have to worry about the cable company not renewing the lease after the newspaper has gone to the time and expense to develop a local channel.
- "There is no problem with losing the channel because the cable loses its franchise, or of being accused of political favoritism to keep the cable company from losing its franchise. The Federal Communications Commission renews licenses every seven years unless there have been rule violations."

Jones also notes that because LPTV is so new, "we can achieve the satisfaction of being in the vanguard exploring a new communications frontier."

Greeneville Publishing Co. has applied for LPTV licenses in several of its newspaper markets. Many other newspaper companies have done likewise.

Now that the FCC has established regulations for the new service (see story, p. 25), we can expect a great deal of involvement by newspapers of all circulation sizes. The FCC has said its top priority for licenses will be to smaller communities, which should be encouraging news to many of our members.

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Another question in my survey of weeklies and small dailies concerned their policies on correction of errors. The overwhelming response was that "we correct them immediately." Only one replied "correct on request." Most newspapers use the front page, second page, or the jump page. A number use a special corrections column or box so the reader will know where to look.

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In any newpaper association gathering these days, a topic sure to come up for discussion is the Standard Advertising Unit program. At last count more than 1,400 daily newspapers are using the SAU system for national advertising, and many are using it for retail advertising as well. A large proportion of non-dailies also have adopted the system.

Some newspapers don't want to change their formats to accept SAUs. On the other hand, sticking to their old measure may involve an unacceptable amount of float from SAU ad sizes, and that, in turn, creates resistance from advertisers.

Many smaller papers that have reduced their web widths to accept SAUs have found that the savings in newsprint more than compensates for press-conversion expenses [presstime, Jan. 1982, p. 43].

Louis Sossamon, who publishes the triweekly Ledger in Gaffney, S.C., is one of those. He reduced his web from 30 inches to 27½ inches and converted to a 6-column format (13 inches x 21½ inches) for an 8-percent newsprint saving per year. That's an annual savings of $8,000.

"My readers are pleased with the new format, advertisers have raised no objections and my linage is up," says Sossamon, who now sells all of his advertising in SAU sizes.

Similarly, at the Wilmington (N.C.) Star, publisher John Fullerton reports a reduction in his web from 58 inches to 56 inches, for newsprint savings of $5,500 per month. His editor, Charles Anderson, is very satisfied with the new format and the fact that no news space was lost. ☐

Edwards, director of membership development for ANPA, spends about half of each year on the road visting newspapers and meeting with their top executives. His column focuses on some of the activities and concerns of the smaller newspapers within the Association.

Newspaper notes

The Patriot Ledger of Quincy, Mass., is trying what may be a unique way of getting closer to its readers: opening an **office in a shopping mall**.

The new facility is scheduled to open this summer in the South Shore Plaza in Braintree, Mass. It will offer subscription and single-copy sales, classified and retail advertising sales and service, and promotion services. The paper also plans to have editorial personnel on hand regularly to sample public opinion.

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The **sale of States News Service** to SNS Ventures was approved Feb. 23 by a federal bankruptcy judge. The new owner is a joint venture company backed by the Pulitzer Publishing Co. of St. Louis and Indian Head Corp., a New York electronic data base publisher [presstime, March 1981, p. 54].

States News Service provides localized news coverage of the federal government to approximately 70 newspapers around the country.

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The National Public Radio Board of Directors decided to drop the idea of **acquiring United Press International**. No reason was given [presstime, Feb. 1982, p. 47].

Under the plan, E.W. Scripps Co. would have donated the financially troubled wire service to the non-profit NPR, which proposed the deal. NPR would have sought contributions to finance UPI operating losses until money problems could be resolved.

• • •

Newspapers planning to cover the **World's Fair** opening May 1 in Knoxville, Tenn., are urged to make hotel reservations early.

To reserve a room, contact the World's Fair Communications Department at (615) 971-1540 and give name, dates, number and type of room desired.

• • •

A Consultant Referral Service is now available to assist newspapers in starting, evaluating or improving libraries, or installing **automated storage and retrieval systems.**

The service, offered by the Newspaper Division of the Special Libraries Association, provides newspapers with names of specialists in newspaper library procedures who can provide on-site or remote assistance on a contractual basis.

For more information, or to make use of this service, contact Barbara Newcombe at the Editorial Information Center, Chicago Tribune, 435 N. Michigan Ave., Chicago, Ill. 60611; (312) 222-4265.

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The Bulletin of Philadelphia has retained **ANPA Credit Bureau Inc.** to manage the liquidation of its accounts receivable.

The Bulletin, which closed Jan. 29, selected the credit bureau because of its record of promptly recovering delinquent national, retail and contract classified accounts, said Thomas C. Fichter, chairman and president of ANPA/CBI.

With nearly a century of collection experience, the bureau has worked in a number of similar situations and currently is recovering such accounts for the defunct Washington Star, Fichter noted. ☐

Recent acquisitions

MacLean Hunter Ltd., Toronto, has acquired Toronto Sun Publishing Corp., publisher of The Toronto Sun, daily circulation 224,241, The Edmonton (Alberta) Sun, daily circulation 67,648, and The Calgary (Alberta) Sun, daily circulation 58,915.

Thomson Newspapers Inc., Des Plaines, Ill., has acquired The Daily Mining Gazette, Houghton, Mich., circulation 12,257.

Dean and Daryl DeVries, Alva, Okla., have acquired The Alva Review-Courier from Hammell Newspapers, Tequesta, Fla., daily circulation 3,985.

Richard L. Milliman, Lansing, Mich., has acquired the Three Rivers (Mich.) Commercial, daily circulation 5,300.

W. J. McGiffin Newspapers, South Gate, Calif., has acquired the Daily Gate City, Keokuk, Iowa, circulation 7,656.

Harris Enterprises Inc., Hutchinson, Kan., has acquired The Parsons (Kan.) Sun, daily circulation 9,134. ☐

A look into the future with new technology

Jobs in Tomorrow's Newspaper, a compilation of papers presented at the 1981 IFRA Congress, explores how new technology will influence newspapers.

The 236-page book describes in English, French and German how 16 newspaper people, from press foreman to editor, perceive their jobs in the future.

The book is available from IFRA (International Newspaper Color Association-International Federation of Newspaper Publishers Research Association), Washingtonplatz 1, D-6100 Darmstadt, West Germany. Cost is 18 Deutschmarks (about $7.50). ☐

Charting the changes in world communications

The "new world information order" and other aspects of the international communications debate are explored in Thomas L. McPhail's newly published book, *Electronic Colonialism, The Future of International Broadcasting and Communication.*

In his 260-page book, McPhail, mass communication and journalism teacher at Carleton University in Ottawa and an international communications consultant, outlines the major institutions, individuals, conferences and issues that are altering international communications.

The book is available in paperback for $9.95 from Sage Publications Inc., 275 South Beverly Drive, Beverly Hills, Calif. 90212. ☐

Photojournalism/6 looks back at 1980

The work of 176 photographers, capturing some of the most significant events of 1980, is presented in *The Best of Photojournalism/6*.

The 256-page publication represents the best of over 15,000 entries to the 38th annual Pictures of the Year competition sponsored by the University of Missouri School of Journalism and the National Press Photographers Association.

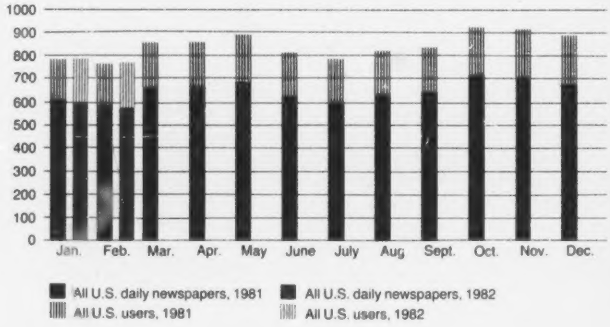
The book is available for $14.95 plus $1.25 for postage and handling, from Charles Cooper, executive director, NPPA, P.O. Box 1146, Durham, N.C. 27702. ☐

Total consumption up, U.S. daily use declines

Newsprint consumption increased for all U.S. users but decreased for U.S. daily newspapers in each of the first two months of this year.

The estimated consumption of all users increased 1.8 percent in February compared with February 1981. That followed an increase of 2.2 percent in January compared with the previous January. For the two months combined, consumption was up 2 percent.

For U.S. daily newspapers, consumption declined 2.2 percent in February and 1.6 percent in January. For the two months, it was down 1.9 percent.



Estimated newsprint consumption, 1981-82
(Thousands of metric tons)

Estimated consumption of all U.S. daily newspapers[1]

Region	January 1982	January 1981	% Change
Northeast	143,273	140,512	+2.0
North Central	131,538	140,851	-6.6
South	190,404	192,896	-1.3
West	137,029	137,475	-0.3
Circulation size			
0-25,000	52,701	50,991	+3.4
25,001-100,000	107,019	111,376	-3.9
over 100,000	442,524	449,367	-1.5
January totals	602,244(r)	611,734	-1.6(r)
One-month totals	602,244(r)	611,734	-1.6(r)
Region	**February 1982**	**February 1981**	**% Change**
Northeast	142,306	141,027	+0.9
North Central	124,601	133,569	-6.7
South	186,000	189,732	-2.0
West	129,706	131,667	-1.5
Circulation size			
0-25,000	52,641	51,163	+2.9
25,001-100,000	103,092	107,564	-4.2
Over 100,000	426,880	437,268	-2.4
February totals	582,613(p)	595,995	-2.2(p)
Two-month totals	1,184,857(p)	1,207,729	-1.9(p)

Estimated consumption of all U.S. users

	1981	1980	% Change
November totals	914,000(r)	909,000	+0.6(r)
December totals	892,000(r)	881,000	+1.2(r)
Twelve-month totals	10,164,000(r)	10,088,000	+0.8(r)
	1982	**1981**	**% Change**
January totals	798,000(r)	781,000	+2.2(r)
February totals	775,000(p)	761,000	+1.8(p)
Two-month totals	1,573,000(p)	1,542,000	+2.0(p)

Production

	Canada	U.S.A.	North America
January 1982	783,006	415,120	1,198,126
January 1981	750,616	378,678	1,129,294
Increase or decrease	+32,390 +4.3%	+36,442 +9.6%	+68,832 +6.1%
February 1982	719,370	377,717	1,097,067
February 1981	701,482	356,477	1,057,959
Increase or decrease	+17,888 +2.6%	+21,240 +6.0%	+39,128 +3.7%
Two months 1982	1,502,376	792,837	2,295,213
Two months 1981	1,452,098	735,155	2,187,253
Increase or decrease	+50,278 +3.5%	+57,682 +7.8%	+107,960 +4.9%

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
January 1982	495,245	81,397	94,010	670,653
January 1981	499,864	78,418	116,513	694,795
February 1982	499,582	87,451	122,085	709,118
February 1981	489,160	79,666	115,095	683,921
Two months 1982	994,828	168,848	216,095	1,379,771
Two months 1981	989,024	158,084	231,608	1,378,716
From U.S. mills				
January 1982	375,722	----	30,676	406,398
January 1981	356,034	----	17,578	373,612
February 1982	354,319	----	21,934	376,253
February 1981	339,099	----	17,933	357,032
Two months 1982	730,041	----	52,610	782,651
Two months 1981	695,133	----	35,511	730,644
From North American mills				
January 1982	870,968	81,397	124,686	1,077,051
January 1981	855,898	78,418	134,091	1,068,407
February 1982	853,901	87,451	144,019	1,085,371
February 1981	828,259	79,666	133,028	1,040,953
Two months 1982	1,724,869	168,848	268,705	2,162,422
Two months 1981	1,684,157	158,084	267,119	2,109,360

Stocks

U.S. publishers[2]		(Days' supply on hand)	(Days' supply in transit)
December 1981	961,149	51(r)	9(r)
December 1980	732,148	37	8
January 1982	981,545(r)	48(r)	9(r)
January 1981	767,633	37	7
February 1982	1,024,949(p)	51(p)	8(p)
February 1981	806,816	38	7
Canadian mills			
January 1982	306,239	--	--
January 1981	220,667	--	--
February 1982	316,491	--	--
February 1981	238,228	--	--
U.S. mills			
January 1982	46,365	--	--
January 1981	25,658	--	--
February 1982	47,829	--	--
February 1981	25,103	--	--

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[1] Based on stratified data from ANPA-member newspapers in statistical sample; figures in this and other tables in metric tons.

[2] Represents stocks of ANPA-member newspapers in statistical sample

(r) = revised

(p) = preliminary

Talks begin at Canada mills as contracts expire this month

With major contracts set to expire at the end of this month at more than 30 Eastern Canadian newsprint mills [presstime, Oct. 1981, p. 47], negotiations toward new agreements have begun.

Talks started March 15 between Abitibi-Price Inc. and the Canadian Paperworkers Union, and March 19 between CIP Inc. and the CPU.

CPU President James Buchanan said the union is seeking a wage increase of about 40 percent over two years to give its members parity with papermakers in Western Canada.

Those workers last year received new two-year contracts with wage increases of 15 percent the first year and 13 percent the second.

Paper manufacturers have suggested economic conditions do not justify big wage increases and point to the soft market brought on by high inventories, decreased demand and increased production capacity.

The Quebec Forest Industries Association said in March it expects mills there will have to close for as long as eight to 10 weeks this year because of rising inventories and weak markets. One CIP Inc. official called the newsprint situation—from the manufacturers' standpoint—the worst in 15 years.

Heading into the crucial negotiating period, U.S. daily newspapers had an average 51 days' supply of newsprint on hand at the end of February, with another eight days' supply in transit, according to the ANPA Newsprint/Traffic Department. ☐

Daily newspaper, researchers, SaLUT form team to study use of kenaf for paper

A newspaper, an agricultural research operation and an agricultural consulting firm have teamed up to study the technical feasibility of using kenaf as a raw material in paper production.

The partners in Kenaf International are The Bakersfield Californian, Agri-Source Inc. of Bakersfield, and Soil and Land Use Technology Inc. of Columbia, Md. The latter company has just completed a study for ANPA of the economic feasibility of producing newsprint from kenaf.

According to SaLUT's Charles S. Taylor, manager of the ANPA study, his company considers the venture "a natural continuation" of its previous work in kenaf.

Prior to conducting the economics study for ANPA, SaLUT had done some research on kenaf with National Science Foundation funding.

SaLUT's report to ANPA concluded that kenaf is a "viable source of pulp in many parts of the United States" [presstime, March 1982, p. 38].

"We are kind of putting our money where our mouth is," Taylor said. "We definitely plan to follow up our studies by becoming involved in the actual production, pulping and manufacture of various paper products—wherever."

Jerry K. Stanners, chief executive officer of the Bakersfield newspaper, said the high cost of newsprint and the necessity of a stable supply of the paper are what prompted its interest in the project.

A former executive of a major California winery prior to joining the newspaper, Stanners said he has had experience working with the third partner, Agri-Source Inc. That company has experimented with growing kenaf in California.

Gordon Fisher, president of Agri-Source and its parent company, Agrifuture Inc., will appear on the program of the ANPA-sponsored International Kenaf Conference April 29 in San Francisco to discuss those test crops. Taylor also will address the conference on the results of the SaLUT study.

Kenaf International will have offices at SaLUT headquarters in Columbia, Md., and at Agrifuture Inc., Bakersfield. ☐

Equipment for sale

Three DuPont Dycril exposure units, four DuPont Dycril washout units, four DuPont Dycril dryer units; 1600 Type 40A Dycril pattern plates; 3000 stereo mats, one-half-inch shrinkage.

Also, two LogE PC18's, purchased in 1975. Contact Robert Riley, Baltimore Sun, 501 N. Calvert St., Baltimore, Md. 21203; (301) 332-6951.

Forty-four units of Hoe Colormatic RTP's, 3 to 2 and 2 to 1 folders; 22-¾-inch cutoff; GE Ignition Drives. Can be converted to plastic plate or offset. Can be purchased as complete presses or units for spare parts. Contact Lou Franconeri, Baltimore Sun, (301) 332-6000.

Equipment wanted

The World Press Freedom Committee seeks used newspaper equipment for newspapers in developing nations. Equipment contributions to the committee qualify as tax deductions under Section 501(c)(3) of the Internal Revenue Code. For further information, contact George Beebe, vice chairman, projects, World Press Freedom Committee, 1 Herald Plaza, Miami, Fla. 33101, (305) 350-2401.

(Editor's note: Exchange notices are published without charge as a service to ANPA-member newspapers.)

Kenaf meet stirs global interest

The ANPA-sponsored International Kenaf Conference is indeed attracting international interest.

Representatives from the People's Republic of China, Japan, the Philippines, Malaysia and Australia are among those who are expected at the April 29 conference at the Hyatt Regency San Francisco [presstime, March 1982, p. 39].

The potential of kenaf as a fiber source for newsprint will be discussed from several different perspectives at the meeting.

To register, contact ANPA at The Newspaper Center in Reston, Va., or stop by the Convention registration desk at San Francisco's Fairmont Hotel during the ANPA Convention April 26-28. Registration fee is $100.

This year's Convention could be record-breaker

The ANPA Convention this month is shaping up as one of the biggest—very possibly *the* biggest—in the Association's 96-year history.

"The advance registration suggests that San Francisco could break all prior attendance records," said Thomas C. Fichter, ANPA vice president/comptroller and assistant general manager. "We're very pleased at the strong response which seems to be running contrary to attendance at most annual conventions."

The largest attendance was 2,241 at the 1979 Convention in New York City.

ANPA's handling of hotel reservations ended in March. People who missed the March 15 deadline must contact San Francisco hotels directly to make reservations, Fichter said.

However, advance Convention registration may still be accomplished by calling ANPA at The Newspaper Center. Registration also will be open both before and during the April 26-28 event at San Francisco's Fairmont Hotel. (See program in brief below.)

Meal-function tickets ordered in advance are being mailed out for ANPA functions as well as for the Associated Press and United Press International luncheons.

ANPA, AP and UPI will operate meal-function ticket counters at the Fairmont for last-minute purchase and distribution of tickets.

Information describing arrangements for city tours also has been mailed to all advance registrants.

Tom Johnson, publisher and chief executive officer of the Los Angeles Times and chairman of the Convention Arrangements Committee, said that as of late March, the program was shaping up this way:

San Francisco Mayor Dianne Feinstein will welcome Convention-goers at the **Monday** ANPA Keynote Breakfast. This will be followed by the traditional keynote address by the chairman and president of ANPA, Katharine Graham, chairman of the board of The Washington Post Co.

Also featured on the breakfast program will be two leading Massachusetts Democrats—Sen. Edward M. Kennedy and Speaker of the House Thomas P. "Tip" O'Neill Jr.

The U.S. ambassador to the United Nations, Jeane J. Kirkpatrick, and a group of AP foreign correspondents will address the AP meeting later Monday morning.

Treasury Secretary Donald T. Regan will speak at the subsequent AP Luncheon.

Topics and speakers at the Monday afternoon ANPA General Session on "Successful Newspapering in the 1980s: What Kind of Editing Works," will include: "Newspaper Readers in the 1980s," Ruth Clark, senior vice president, Yankelovich, Skelly & White Inc.; "The Twin Perils: Arrogance and Irrelevance," Kurt Luedtke, who wrote the screenplay for the movie "Absence of Malice"; "Editing for Real People—Not (necessarily) Reporters, Editors, Publishers, Politicians or Contest Judges," David Lawrence, executive editor of the Detroit Free Press; and "Getting Right with the Readers: Winning Respect, If Not Hurrahs," Robert C. Maynard, editor and publisher of the Oakland (Calif.) Tribune and Eastbay TODAY.

James K. Batten, senior vice president of Knight-Ridder Newspapers Inc., will provide an overview of the general-session theme.

On **Tuesday** morning, the ANPA Annual Business Meeting will precede an address by CIA Deputy Director Bobby R. Inman to an ANPA General Session.

A presentation by the Newspaper Advertising Bureau on "Marketing Newspapers in the 1980s" will follow.

In addition to an update on NAB activities, it will include a panel discussion of national advertising from the client's perspective by R. Gordon McGovern, president and chief executive officer of Campbell Soup Co.; Charles J. Pilliod Jr.,

Program in brief—96th Annual ANPA Convention
Fairmont Hotel, San Francisco

Saturday, April 24, and Sunday, April 25

7 a.m. to 5 p.m.: Registration—Mezzanine Level

Monday, April 26

7 a.m.: Eye opener (courtesy of Editor & Publisher)—Ballroom Lounge

7:30 a.m.: ANPA Keynote Breakfast—Grand Ballroom

10 a.m.: Associated Press meeting—Terrace Room

Noon: AP Reception (cash bar)—Ballroom Lounge

1 p.m.: AP Luncheon—Grand Ballroom

3 p.m.: ANPA General Session on "Successful Newspapering in the 1980s; What Kind of Editing Works"—Terrace Room

Tuesday, April 27

7 a.m.: Continental/Stand-up Breakfast (courtesy of the San Francisco Examiner)—Vanderbilt Room, Terrace Level

7:30 a.m.: ANPA Annual Business Meeting—Terrace Room

8:15 a.m.: ANPA General Session—Terrace Room

9 a.m.: Newspaper Advertising Bureau presentation and NAB Annual Business Meeting—Terrace Room

Noon: United Press International Reception (cash bar)—Ballroom Lounge

12:45 p.m.: UPI Luncheon—Grand Ballroom

3 p.m.: ANPA Topical Clinics-Session I—Crystal, Empire, French, Garden, Gold and Fountain rooms, Lobby Level

4 p.m.: Topical Clinics-Session II—same locations

7 p.m.: ANPA Annual Dinner/Dance—Grand Ballroom

Wednesday, April 28

7 a.m.: Eye opener (courtesy of the San Francisco Chronicle)—Ballroom Lounge

7:30 a.m.: ANPA General Session Breakfast—Grand Ballroom

10 a.m.: ANPA General Session on Telecommunications—Terrace Room

Noon: ANPA Reception (courtesy of Advertising Age)—Ballroom Lounge

12:30 p.m.: ANPA Annual Luncheon—Grand Ballroom

3 p.m.: ANPA General Session on "The Human Side of Publishing"—Terrace Room

Air Force Gen. Jones

Navy Capt. Coffee

Mayor Feinstein

AT&T Chairman Brown

chairman and chief executive officer of Goodyear Tire & Rubber Co.; and Charles D. Peebler Jr., president and chief executive officer of Bozell & Jacobs International Inc.

There will also be a question-and-answer session with retailers S. Donley Ritchey, chairman and chief executive officer of Lucky Stores Inc., and Robert Sakowitz, chairman and chief executive officer of Sakowitz Inc.; and a presentation on employment advertising by Charles L. Gould, president of Deutsch, Shea & Evans Inc., a recruitment advertising agency.

The bureau's Annual Business Meeting will conclude the NAB program.

Space shuttle astronauts Jack R. Lousma and C. Gordon Fullerton are tentatively scheduled to address the 75th anniversary UPI Luncheon.

ANPA Topical Clinics will follow on Tuesday afternoon. Clinic subjects include: "Electronic Publishing," moderator Donald N. Soldwedel, president and publisher of The Yuma (Ariz.) Daily Sun; "Gunfight at the Dallas Corral," moderator Michael Gartner, president and editor of the Des Moines (Iowa) Register and Tribune; "Better Ways to Sell Circulation," moderator Joann Byrd, executive editor of The Herald, Everett, Wash.; "Shared Mail/Shoppers," moderator J. Scott Schmidt, president, Tribune Co. California Newspapers Group; "Low Power TV," moderator Kathleen Criner, ANPA director/telecommunications affairs; and "Co-op Advertising—It's There for the Asking," moderator Frank W. Hennessey, NAB vice president, cooperative advertising sales.

The Tuesday evening ANPA Annual Dinner/Dance will feature composer-conductor Henry Mancini.

The **Wednesday** morning program will begin with an ANPA General Session Breakfast speech by Navy Capt. Gerald L. Coffee—who was a prisoner of war for seven years in North Vietnam—on "Faith, the Key to Survival."

In the ensuing ANPA General Session on telecommunications, FCC Chairman Mark J. Fowler and AT&T Chairman Charles L. Brown will speak.

Air Force Gen. David C. Jones, chairman of the Joint Chiefs of Staff, will address the ANPA Annual Luncheon.

The Wednesday afternoon ANPA General Session on the "Human Side of Publishing" will include an overview by Madelyn P. Jennings, senior vice president/personnel and administration for Gannett Co. Inc.; a segment on productivity; and discussions on "New Voices, New Partners" with Clarence Thomas, nominee to chair the Equal Employment Opportunity Commission, Earl G. Graves, editor and publisher of Black Enterprise magazine, Nancy Hicks, president of the Institute for Journalism Education, and May E. Cunningham, vice president, strategic planning and project development, Joseph E. Seagram & Sons Inc. ☐

Notice of Annual Meeting of Members of ANPA, Incorporated

Notice is hereby given that the Annual Meeting of the American Newspaper Publishers Association Inc., a corporation organized under the laws of the Commonwealth of Virginia, will be held at the Fairmont Hotel, San Francisco, Calif., on April 27, 1982, at 7:30 a.m., for the purpose of amending the Articles of Incorporation of the Association, as set forth in the following resolution of the Board of Directors, and to transact such other business as may properly come before the membership.

Resolution

On Dec. 2, 1981, the Board of Directors of the corporation found that the following proposed amendment of its Articles of Incorporation was in the best interests of the corporation and directed that it be submitted to a vote of the members:

The eighth Article shall be amended to read:

The members shall be elected by the Board of Directors pursuant to the bylaws. Each member shall have full and equal voting privileges on all matters brought before the membership.

(The current eighth Article—with proposed deletions crossed out—reads:

Eighth: ~~The corporation is to have two classes of members.~~ The members shall be elected by the Board of Directors pursuant to the bylaws. Each member ~~who publishes at least five days per week~~ shall have full and equal voting privileges on all matters brought before the membership. ~~Each member who publishes less than five days per week shall be afforded all privileges of membership except the right to vote.~~)

San Francisco Chronicle

The scenes, scents and sounds of San Francisco

By Herb Caen

On Powell Street one afternoon, I bumped into an old schoolmate who lives in a thriving San Joaquin Valley town. After we'd chatted of this and that, and traded lies on how young we both looked, he said in parting: "You guys down here had better watch it. Our population is over 400,000 and growing every minute. One of these days we'll be more of a city than San Francisco."

I could have replied, "When you have a million people that'll still be a small town," but you don't say things like that to old schoolmates, so I merely rolled my eyes and looked frightened. Besides, his was a familiar statement that San Franciscans have been hearing for years, and a familiar misconception: People are forever trying to measure cities in terms of population, and it doesn't work.

A city is a state—of mind, of taste, of opportunity. A city is a marketplace—where ideas are traded, opinions clash and eternal conflict may produce eternal truths. A city is wide open—to the winds of freedom, to the bittersweet smell of success and failure, and especially to people, all kinds of people, in their endless search to find (or lose) themselves.

A city is not gauged by its length and width, but by the broadness of its vision and the height of its dreams. There are many ways to measure a city, none of them scientific or statistical.

First, it has to look like a city—and not like The City of Tomorrow that the planners keep giving us, although those are lovely enough, in their neat scale models. When those idealized drawings, with their trellises and arbors and trailing vines and pretty little people, finally come into existence, they are as sterile as operating rooms; it takes generations of triumph and misery, of human dirt and random genius, to bring them to life.

San Francisco looks like a city—the ultimate, careworn battlefield where people fight their daily fights in hand-to-hand conflict, where the houses look like places where real people actually live and die, where the soul is refreshed daily with a small victory, be it only the sudden view of bay, bridge or thrusting skyscraper—or a ship bound for the Orient.

A city is a crazy paved jungle whose people, at the end of each day, have somehow made a small step ahead against terrible odds. San Francisco is such a city.

A city has to be a place where you can get everything—and do anything, or nothing. It has to be a place where you can buy an Yves Saint Laurent original, or march in a picket line. Where you can step into a newsstand and buy Le Figaro and the Frankfurter Allgemeine, or into a bookstore for a book that has been banned elsewhere. It has to be a place where you can hear Luciano Pavarotti in "Aida," followed by an hour with Dizzy Gillespie, followed by *cappuccino,* followed by a jam session till dawn in an after-hours spot.

A city has to be a place where you can see old ladies riding bicycles and older ladies in limousines. Where the hotels have doormen and the bellboys can produce a bottle of Scotch at 3 a.m. Where, if the mood is upon you, you can get blinis and caviar, fisherman's spaghetti, white

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Caen is columnist for the San Francisco Chronicle.

figs and prosciutto, a '45 Mouton Rothschild or a movie in any one of six languages. A city is where you can sign a petition, boo the chief justice, fish off a pier, gaze at a hippopotamus, buy a flower at the corner, or get a good hamburger or a bad girl at 4 a.m. A city is where sirens make white streaks of sound in the sky and foghorns speak in dark grays. San Francisco is such a city.

A city, to be a city, has to be part of the congeries of world-renowned places. It has to be a member of the metropolitan aristocracy—the select of the select. A city gets that way by developing its own tradition, its own personality, its uniqueness. It has to have everything that the other great cities have—facilities, accouterments, luxuries and squalor—plus at least one ingredient that sets it apart. This can be something as incidental as the weather or setting. It can be the pride of its people, the laughter on its streets or the expansiveness of its outlook. What it cannot be is a formless "slurb" where ideas are smothered and bigotry flourishes like a weed, and where Keeping Up With the Joneses is more important than being mistaken for a Jones.

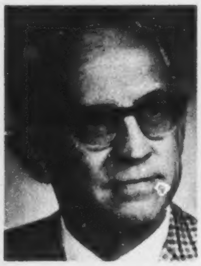
A city has to have a certain accessibility. Where you can step to an airline counter and fly that day to Rome or Sydney, or sail off to Hong Kong; where you hear a dozen languages in its airport and see a dozen different native costumes on its waterfront. Where the people of all the world arrive and depart in tidal flow, carrying with them the most precious baggage of all: their individuality and fresh viewpoints. A city has to be able to accept and assimilate all this without loss of poise or understanding. San Francisco is such a city.

My old schoolmate's town is indeed growing out and out in a series of supermarket satellites, and it may someday have a million people. But a city grows only out of roots that are deep in the past, not on freeways to nowhere. Tradition, unlike a housing project, is not built overnight. A city has an identity that is recognized everywhere. San Francisco is a city. □

Soldwedel, Copley nominated to head Trustees

The ANPA Foundation Board of Trustees will elect new officers and trustees at its April 28 meeting in San Francisco.

The ANPA Nominating Committee will nominate Donald N. Soldwedel, president and publisher of The Yuma (Ariz.) Daily Sun, to be Foundation chairman and president. Helen K. Copley, chairman and chief executive officer of The Copley Press Inc., La Jolla, Calif., will be nominated as vice chairman.



Donald N. Soldwedel

Helen K. Copley

To be nominated to two-year terms as new trustees are Frank A. Bennack Jr., president and chief executive officer of The Hearst Corp.; Edward W. Estlow, president and chief executive officer of Scripps-Howard; Jacques-G. Francoeur, president of UniMedia Inc. of Montreal; and George W. Wilson, publisher of the Concord (N.H.) Monitor.

To be nominated to additional one-year terms as trustees are William C. Marcil, president and publisher of The Forum, Fargo, N.D.; Richard J.V. Johnson, president of the Houston Chronicle; Alvah H. Chapman Jr., president and chief executive officer of Knight-Ridder Newspapers Inc.; and Frank Daniels Jr., president and publisher of The News and Observer and The Raleigh (N.C.) Times.

To be nominated to additional two-year terms as trustees are Garner Anthony, chairman and chief executive officer of Cox Enterprises Inc., Atlanta; William H. Cowles 3rd, publisher and president of The Spokesman-Review and Spokane (Wash.) Daily Chronicle; Robert F. Erburu, president and chief executive officer of The Times Mirror Co., Los Angeles; Katharine Graham, chairman of the board of The Washington Post Co.; Edwin L. Heminger, editor and publisher, The Courier, Findlay, Ohio; John B. Lake, publisher and executive vice president of the Times Publishing Co., St. Petersburg, Fla.; K. Prescott Low, president and publisher of The Patriot Ledger, Quincy, Mass.; Robert G. Marbut, president and chief executive officer of Harte-Hanks Communications Inc., San Antonio; Warren H. Phillips, chairman and chief executive officer of The Wall Street Journal, New York; and Arthur Ochs Sulzberger, chairman of The New York Times Co. and publisher of The New York Times.

Trustees whose terms do not expire this year are Charles M. Meredith III, publisher of The Free Press, Quakertown, Pa., and Lloyd G. Schermer, president of Lee Enterprises Inc., Davenport, Iowa.

Trustees who will complete their tenure are Stanton R. Cook, publisher of the Chicago Tribune, and Allen H. Neuharth, chairman and president of Gannett Co. Inc.

Other retiring trustees are Margaret L. Hamilton, former president and chief operating officer of Thomson Newspapers Ltd., Toronto, and Beland H. Honderich, chairman and publisher of Toronto Star Newspapers Ltd.

Also serving as Foundation officers are: ANPA General Manager Jerry W. Friedheim, executive vice president; ANPA Foundation Vice President and Director Judith D. Hines, secretary; and ANPA Assistant General Manager Thomas C. Fichter, treasurer.

All officers serve one-year terms. □

New members

Gridley Herald SINCE 1880

Gridley, Calif. (circulation 3,917). W. D. Burleson, publisher.

Bisbee Daily Review

Bisbee, Ariz. (circulation 1,809). Stephen M. Woody, general manager.

Daily Herald - Dispatch

Sierra Vista, Ariz. (circulation 6,184). Stephen M. Woody, general manager.

Make hotel reservations now.

Profiles '82: Media in Motion
the 54th Annual
ANPA Production Management Conference

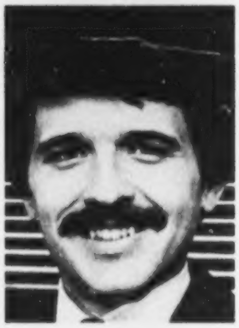
June 19-23 • Dallas Convention Center

- If you have not received a hotel reservation form, contact the ANPA Research Institute at (215) 253-6155.
- The program will feature expanded segments on computers (both personal and business), electronic cameras, telecommunications and distribution systems. Other timely topics, such as Standard Advertising Units, printing processes, circulation systems and ROP color, will be explored.
- There will be general sessions on Monday, Tuesday and Wednesday; three concurrent symposia on Monday; and six concurrent workshop sessions—three each day—on Tuesday and Wednesday.
- Complementing the technical sessions will be what is annually the world's largest exhibition of newspaper systems and equipment. All major manufacturers and suppliers of newspaper equipment will be displaying their most advanced on-line systems, equipment and services.

Join us for one of the best meetings yet!

speeches

A. Roy Megarry



Thomas E. Wheeler

J. Stewart Bryan III

Mark F. Ashcraft

Single copies of the following speeches are available without charge from the Public Affairs Department at The Newspaper Center, Reston, Va.:

- **The Future of the Newspaper Industry: How ANPA and Regional Associations are Responding to the Changing Needs of Newspapers.** Katharine Graham, chairman and president, and chairman of the board, The Washington Post Co. New England Newspaper Association annual meeting, Cambridge, Mass., Feb. 18.
- **Remarks on the Royal Commission on Newspapers.** A. Roy Megarry, publisher, The Globe and Mail, Toronto. Ryerson Polytechnical Institute School of Journalism, Toronto, Jan. 18.
- **Advantages and Disadvantages of In-House Maintenance.** Robert S. Thompson, manager, special electronic maintenance, Atlanta Journal and Constitution. Southern Newspaper Publishers Association Production Conference, Atlanta, March 2.
- **Newspapers Today and Tomorrow: Why Bother?** Jerry W. Friedheim, ANPA executive vice president and general manager. Georgia Press Institute, Athens, Feb. 18.
- **What Is Libel?** Arthur B. Hanson, ANPA counsel emeritus. Oklahoma Press Association mid-winter convention, Oklahoma City, Feb. 13.
- **OSHA, NIOSH and the VDT Issue.** L. Peyton Hendricks, ANPA staff counsel. Media Labor Law Conference, Washington, D.C., Feb. 4.
- **On Journalism Ethics.** Norman E. Isaacs, chairman, National News Council. University of Hawaii Carol Burnett Fund Lecture, March 3.
- **A New Agenda for Advertising Research.** Leo Bogart, executive vice president and general manager, Newspaper Advertising Bureau. Advertising Research Foundation annual conference, New York City, March 2.
- **The New Electronic Journalism: Partnership for the Future.** Thomas E. Wheeler, president, National Cable Television Association. ANPA Newspapers and Cable TV Seminar, Denver, Feb. 25.

• • •

From the South Carolina Press Association winter meeting, Greenville, S.C., Feb. 25-27:

- **What Does a Publisher Do?** J. Stewart Bryan III, publisher, Richmond (Va.) Times-Dispatch and News Leader.
- **Newspaper Cable: Why Should You Be Interested?** Mark F. Ashcraft, cable news director, The Enquirer Journal, Monroe, N.C.

ANPA calendar

April

ANPA/RI Basic Offset Press and Plate Seminar
ANPA Research Institute, Easton, Pa., April 5-9

ANPA Telecommunications Committee meeting
Hyatt Regency Washington, April 14-16

ANPA/ASNE/APME Leadership in the Newsroom Workshop
Haytt Regency Crystal City, Arlington, Va., April 19-21

ANPA/RI Management Introduction to New Technology Seminar
ANPA Research Institute, Easton, Pa., April 19-23

ANPA Board of Directors meeting
Fairmont Hotel, San Francisco, April 24

ANPA Foundation Board of Trustees meeting
Fairmont Hotel, San Francisco, April 24

ANPA Training Committee meeting
Fairmont Hotel, San Francisco, April 25

ANPA Labor and Personnel Relations Committee meeting
Fairmont Hotel, San Francisco, April 25

ANPA Annual Convention
Fairmont Hotel, San Francisco, April 26-28

ANPA Board of Directors meeting
Fairmont Hotel, San Francisco, April 28

ANPA Foundation Board of Trustees meeting
Fairmont Hotel, San Francisco, April 28

ANPA Circulation Committee meeting
Fairmont Hotel, San Francisco, April 28

ANPA International Kenaf Conference
Hyatt Regency San Francisco, April 29

Association for Education in Journalism-ANPA Foundation Cooperative Committee on Journalism Education meeting
Fairmont Hotel, San Francisco, April 29

May

ANPA/RI Direct Screen Color Separation Seminar
ANPA Research Institute, Easton, Pa., May 3-7

ANPA/New England Newspaper Association Labor Relations Seminar
Biltmore Plaza, Providence, R.I., May 10-12

ANPA/International Circulation Managers Association/Newspaper Personnel Relations Association/International Newspaper Promotion Association Circulation Managers Workshop
Radisson Hotel, Chicago, May 17-19

ANPA/RI Camera Techniques Seminar
ANPA Research Institute, Easton, Pa., May 17-21

ANPA/RI Advanced Offset Press Operations Seminar
ANPA Research Institute, Easton, Pa., May 17-21

ANPA/INPA Strategic Planning Seminar
La Coquille Club, Palm Beach, Fla., May 23-26

ANPA/Newspaper Advertising Bureau Newspapers and Marriage Mail Seminar
Amlac Hotel and Resort, Dallas/Fort Worth Airport, May 24

June

ANPA/American Bar Association Task Force meeting
Hyatt Regency O'Hare, Chicago, June 4

ANPA Management Development Workshop
Radisson Hotel, St. Louis, June 7-11

ANPA/RI Management Introduction to New Technology Seminar
ANPA Research Institute, Easton, Pa., June 7-11

ANPA Production Management Conference
Dallas Convention Center, June 19-23

ANPA Executive Committee meeting
Fairmont Hotel, Dallas, June 21

ANPA Traffic Committee meeting
Dallas Convention Center, June 22

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Convention '82

chairman's corner

Committee leadership set, more 'idea people' welcome

Many of the good ideas at ANPA bubble up from our extensive structure of advisory committees. Not all of the good ideas, of course; but many of them.

So, one of the foremost tasks of a new chairman and president is the structuring of our 17 standing committees and the appointment of the committees' leadership and membership.

William C. Marcil

I have been extremely fortunate to have received appointment acceptances from a dedicated group of new and continuing committee chairmen and vice chairmen. You'll find them all listed in the **ANPA news** section of this issue. When you next see or talk to them, I hope you will give them your thanks for their willingness to help our Association and our business.

In reviewing our activities and our interests, I have found that most of our existing, standing committees and task forces continue to have important roles to play. So there are few structural changes to announce.

We have been able to conclude the separate status of what for many years was our Task Force on Broadcasting and CATV Ownership. The ownership and other public policy issues previously monitored by this group have been assumed by the Public Policy Subcommittee of our increasingly active Telecommunications Committee.

And I plan to establish a new Committee called "Readership and Marketing" which will assume the duties of the former News Research and Circulation committees. Both efficiency and effectiveness will be served by this restructuring. The consolidation will give us a better capability to deal with news research, circulation, readership and marketing issues. It also will aid us in continuing the interdisciplinary work of the Newspaper Readership Project which ends next year.

The new Committee will be able to provide liaison between ANPA and other professional newspaper groups such as ASNE, APME, INPA, INAME, ICMA, ABC and the Newspaper Advertising Bureau. It will help us direct ANPA programs so that we are all working together for the benefit of the newspaper business.

I expect that, as ANPA chairman and president, I will be asking many of the current members of the News Research and Circulation committees to accept appointment to the new Committee.

If you are not already serving on an Association committee and would like to do so, please let me know. You would find it enlightening and worthwhile.

That's where the work is.

That's where the progress begins.

Bill Marcil

William C. Marcil
Chairman and President

ANPA

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index

presstime Volume 4, Number 5 May 1982

ANPA
Convention '82

CONVENTION, p. 4 *(Cover & inside color photos by Gary Fong, San Francisco Chronicle.)*

MAGNET SCHOOLS, p. 40

MIGRANT EXECUTIVES, p. 60

convention report 4
Complete, day-by-day coverage of ANPA's 96th Annual Convention in San Francisco, in 22 pages of stories, photos.

courts 28
Tentative settlement reached in $9.2-million Alton (Ill.) Telegraph libel case.

regulations 29
Twists and turns of FTC-LA Times case takes another turn.

postal affairs 30
Postal Service fights fraudulent classifieds—by placing bogus ads to lure potential victims.

telecommunications 31
House committee vote expected this month on ANPA-backed telecommunications bill.

legislation 36
Controversy continues over new executive order on classification of government documents.

advertising 37
Newspapers establish task force to fight defection of Sears' ROP advertising.

profile 38
"Polly" Lowman rose rapidly in South Carolina's publisher ranks.

essay 39
K. Prescott Low makes the case for newspaper lobbying.

education 40
Communications high schools are cropping up in major U.S. cities.

technology 43
A preview of exhibit highlights at June's ANPA Production Management Conference in Dallas.

circulation 48
Ten newspapers ask Denver court to declare city's sales tax on newspapers unconstitutional.

readership 49
Two research firms continue to go their own ways on syndicated readership studies.

employee relations 50
Newspapers find formal pay programs beneficial for employees and management.

newsprint 56
Canadian Paperworkers Union takes vote on striking Abitibi-Price Inc.

newspaper business 58
Why the tallies from the folks counting daily newspapers don't match.

A special breed of newspaper executive takes on big challenges across the river or across the country.

Also in this issue

government/legal roundup 26
exchange 56
'Shoe' 64
ANPA news 65
books 66
letters 66
speeches inside back cover
ANPA calendar back cover

var
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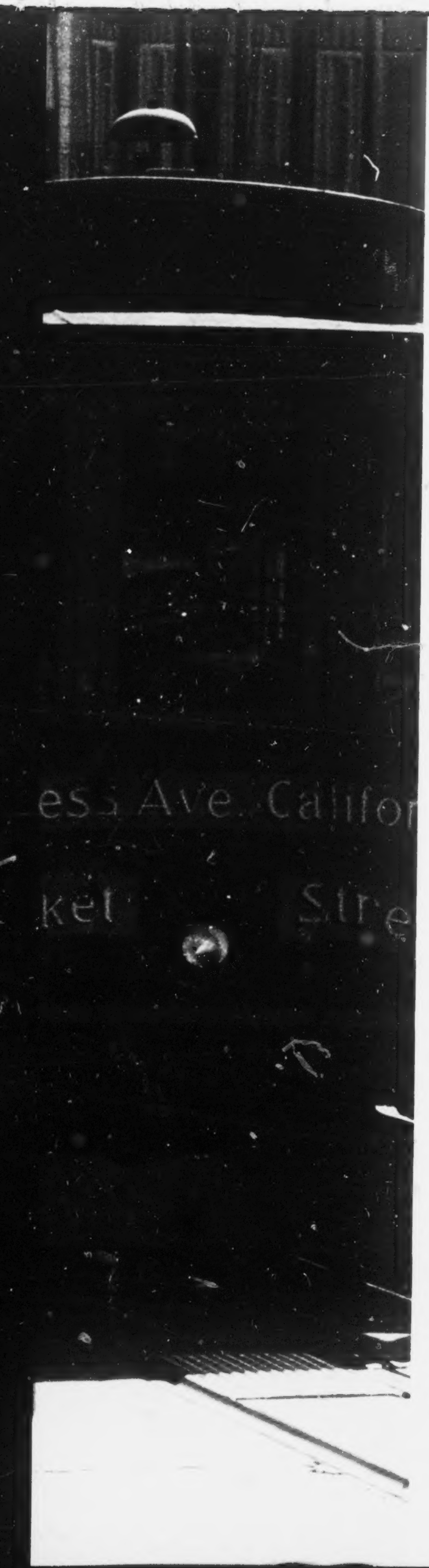


An introspective Convention

The state of the economy and its effect on newspapers often is the first—sometimes only—topic when publishers gather. "How are you doing?" is interchangeable with "How's business?"

There was a lot of that in San Francisco April 26-28 at the 96th running of the ANPA Convention, and much of that talk was bleak. But painful P and Ls, sinking classifieds and speculation on when the turnaround would begin didn't dominate.

Neither did the constant worry over the fate of the Falkland Islands and the New York Daily News.

Neither did telecommunications, although Convention attendees packed 800 strong into the Fairmont Hotel's largest meeting room Wednesday morning to get the latest on that subject.

While all of these topics drew heavy attention, a message that emerged loud and clear at this Convention—a topic that seemed to get everyone up and talking throughout the three-day session—was the performance of the press and how that affects its relationship with the public.

It's not the well-aired ethics thing, it's a behavioral thing; it doesn't involve wrongdoing, it involves not doing; it's not so much a question of ability, it's a question of sensitivity.

It manifested itself throughout the Convention, this suggestion that the performance of the press is jeopardizing what it depends upon for its very existence—making connection with the public. Many speakers suggested, some more subtly than others, that the connection between newspapers and their readers was frayed, indeed sometimes snapped.

At the very beginning, in her keynote speech, outgoing Chairman and President Katharine Graham cited the two-centuries-long relationship of newspapers with their readers as the real strength of the business.

Later that afternoon in the general session on editing, David Lawrence Jr., executive editor of the Detroit Free Press, warned that "too many reporters and editors and, even, publishers, don't really care much about readers. . . ." At the same session, Robert Maynard, editor and publisher of the Oakland Tribune, noted that "Our credibility and standing in our communities depend upon our ability to humanize our institutions within and without."

From outsiders came many bits of the same message. They ranged from the gentle jibes of House Speaker O'Neill ("These things are interesting facts for you newspaper people. . . ."), to the blunderbuss approach of Kurt Luedtke ("The near absolute freedom you enjoy is not essential to our society . . . I wouldn't endorse any constitutional conventions if I were you."), to the clenched and determined presentation by Mary Cunningham ("I suggest there are two court systems in this country. In one, there are rules of evidence. . . . In the other, allegation is tantamount to a conviction.").

But the Convention was much more than just a sounding board for criticism. For most, the warnings were a tool for bringing out constructive suggestions for dealing with the performance issue, for keeping close to readers, for staying abreast of, if not ahead of, the cutting edge on electronic publishing.

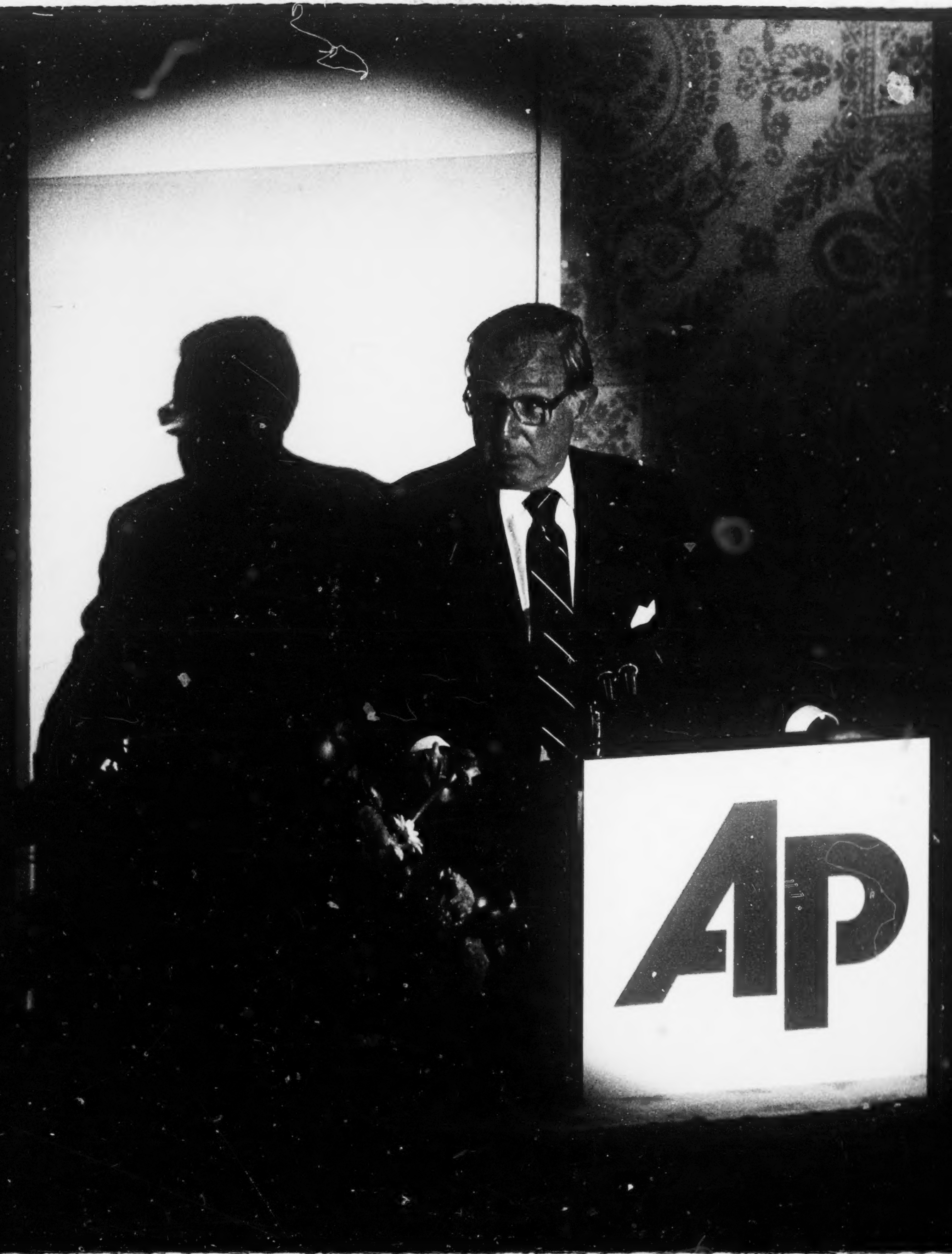
As just one example, editor Lawrence, after leveling his charge, devoted nearly his entire allotted time to a presentation of ideas for dealing with the problem.

The same kind of helpful information on a variety of topics was presented at Tuesday's clinics, at Wednesday's general session on the human side of publishing and at many other program segments.

This Convention also marked the end of a record 14 years of service on the ANPA Board by Allen H. Neuharth of Gannett Co. Inc. Mrs. Graham noted that record at the ANPA Luncheon Wednesday, praising Neuharth as the "force behind many of the changes" in the Association.

Weather in the Bay area cooperated with the publishers, holding on sunny and mild throughout the week. Convention registration hit 2,213, second highest in ANPA history, trailing only the 2,241 who gathered in New York City in 1979. ☐

Left to right: Oakland Tribune Publisher Robert C. Maynard and his wife Nancy Hicks show San Francisco's sights to Cathy Stinner and her husband Bernard, publisher of Call-Chronicle Newspapers, Allentown, Pa.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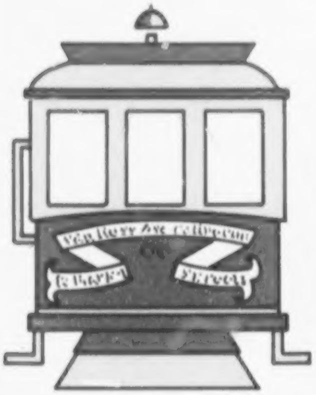
convention report



The first day: April 26

- The state of newspapering . . .
- Placing blame for the recession . . .
- Editing that works . . .
- A global perspective . . .

Graham says newspapers are stronger but vulnerable

"Never stronger" yet nevertheless "vulnerable," the newspaper business' future is squarely in its own hands.

The outcome will depend, outgoing ANPA Chairman and President Katharine Graham said in her keynote address launching the Convention, on serving readers with an "essential" editorial product and advertisers with the flexible coverage they need.

The strength of newspapers, she said, springs from a two-centuries-long relationship with an American public that "has looked to newspapers to fill its primary information needs." It is reflected in some of the statistics of the business: a record number of Sunday papers, largest manufacturing employment in the nation, and healthy profitability (while earnings of all industries increased only 8 percent last year, earnings of the 13 major publicly owned newspaper companies grew an average of 12.6 percent).

The vulnerability, she said, comes from newspaper circulation, which "over the past two decades has not come close to matching population growth." Low household penetration increases the exposure of newspapers to challenges from shoppers, marriage mailers, total-market-coverage vehicles, etc., she said. It also opens the door to encroachments by the electronic media.

In her last formal speech as head of the Association, however, Mrs. Graham presented a generally upbeat assessment of the newspaper business. She emphasized two developments that summarize the current situation: the increasingly competitive information arena and the energetic manner by which the newspaper business in general, and ANPA in particular, have reacted to the challenge.

"The information business in the decade ahead clearly will become increasingly competitive," she said. "Some of our 'ancient' competitors, like television news, are expanding and improving. Some of our newer competitors, like cable, are lean and hungry. Our future competitors, like videotex and direct broadcast satellites, will be factors to be reckoned with by the end of the decade."

But Mrs. Graham believes the business is in a position to succeed when such "reckoning" is done. The newspaper business "has come awake to the challenges," she said, citing changes in ANPA as particular proof of her point.

The Association of more than 1,400 members is "a much broader, more representative" organization than when she joined the ANPA Board of Directors 10 years ago, she said. Admission of non-dailies seven years ago and strengthening of the Association's committee structure have led to ANPA's assuming more of a leadership role with other newspaper associations to address strategic issues facing the business.

Mrs. Graham cited three broad challenges to which ANPA and the newspaper business are responding:

- Government affairs—including particularly telecommunications, freedom of information and postal issues. "Because the task of dealing with the government is really beyond the resources of even the large newspaper groups, ANPA particularly in the last two years has stepped up to the challenge."
- Readership—resuming growth in both absolute numbers of readers and percentage of households reached. "I believe one of the best ways of increasing readership still lies in improving our editorial product."
- Advertising—increasing the market share of newspapers. "With the competition for ad dollars becoming keener, our industry obviously has to search for ways to make newspapers a more attractive advertising medium." Projects involving Standard Advertising Units and satellite transmission are two efforts toward this end.

For the Association itself, Mrs. Graham said, the greatest undertaking of the past year may have been preparing for the move of technical activities and experts from Easton, Pa., to The Newspaper Center in Reston, Va.

The new technical facilities being built in Reston, she said, "will be more accessible to most of our membership," and they will put ANPA in "a far stronger position to meet the research and production challenges of the future."

In connection with the Easton-to-Reston move, Mrs. Graham announced that the M.A.N. Roland Co. of Middlesex, N.J., is donating a new, two-unit, double-width offset newspaper press for installation at the new facility. (See story, p. 46.)

As she prepared to end her two years at the ANPA helm, Mrs. Graham remarked on the uniqueness of the American press and returned again to the idea of newspapers' long relationship with their readers.

"What makes us different from every other medium—different from radio, different from TV, from shoppers, from direct mail—is that 62 million subscribers feel strongly enough about newspapers to put up money each day to bring them into their homes," she said.

"The most valuable asset we have," she continued, "is that special relationship with our readers—their belief that the press represents their best hope of obtaining the accurate, responsible, fair information they need as citizens of America in the 1980s. . . . "For the trust and support of our readers, that is the only guarantee—the ultimate guarantee—of our future." ☐

At left: Treasury Secretary Regan makes his case for Reaganomics.

Speaker O'Neill indicates delay in calling up FOIA amendments

Speaker of the House Thomas P. "Tip" O'Neill Jr. (D-Mass.) imparted some welcome news about the Freedom of Information Act.

The powerful Capitol Hill leader, whose greatest prerogative may be that of determining when or if legislation will be brought to the House floor, told the ANPA General Session, "As I look over my schedule, I don't see anything concerning . . . any change (in FOIA) on there whatsoever."

O'Neill's comments, greeted with applause, came in response to a question from ANPA Government Affairs Committee Chairman K. Prescott Low, publisher of The Patriot Ledger in Quincy, Mass. ANPA has opposed legislation substantially weakening the FOIA.

O'Neill's prepared speech consisted of an indictment of the Reagan administration's economic recovery program, contrasting the President's promises of a year ago with what happened in the ensuing 12 months.

He said the administration's multi-year program of $750 billion in tax cuts combined with $1.5 trillion in added defense spending "never added up." And, he said, "the program is not fair" to middle- and lower-income citizens.

Departing from his text, O'Neill scolded the media for its analysis of the 1980 election and for its coverage of Ronald Reagan's first year in the White House.

The congressional leader said Reagan's election was not the mandate for change in fiscal policy that the press made it out to be. "I truly believe that it was the unpopularity of Jimmy Carter, as much as I like him," that determined the outcome of the 1980 election, he said.

And when the new administration was in place, the press gave Reagan "the greatest honeymoon anybody ever had," he said.

O'Neill attributed it to "qualms of conscience within the newspaper industry" because the previous five U.S. presidents, as a result of various circumstances, had their presidential careers cut short. "So they (the media) went all out as far as Ronald Reagan is concerned."

O'Neill also charged that the media "forgot to tell the American people" last year about the Democratic alternative to the Reagan budget proposal. "We had a Democratic alternative out there," he said. "We had the Obey-Udall bill, we had the Black Caucus bill, we had the Jones bill."

O'Neill fields questions as Convention Arrangements Committee Chairman Tom Johnson moderates.

In fact, O'Neill charged, "The press of America never reported what was in the Reagan bill, to be perfectly truthful. . . . They never talked to the issues that were on the floor. All they talked about was: 'Is Reagan going to thump Tip O'Neill?' . . ."

Sen. Edward M. Kennedy (D-Mass.), who also had been scheduled to address the session, had to cancel his appearance because of the death of a cousin. ☐

Regan blames Congress for delay in recovery

Treasury Secretary Donald T. Regan said Congress, not the Reagan administration, is to blame for the delay in economic recovery.

"The failure of most of Congress to respond to the President's call for further spending cuts is feeding uncertainty in the financial market," he said. "This is keeping interest rates up, prolonging the recession, and, perversely, through the resultant decrease in tax revenues, further raising the deficit."

Regan's address to the Associated Press luncheon came four hours after House Speaker O'Neill, in the same room, blamed the recession squarely on administration policies.

Regan, who last year predicted that the economy would come "roaring back" this spring, said lower rates for taxes and inflation, coupled with diminished inventories, mean "the economy is ready to move. People are just waiting for a break on the deficit question."

The former chairman and chief executive officer of Merrill Lynch & Co. Inc. added that he believes the rebound, when it comes, will be an "energetic" one "that will be sustained over several years."

Described in a recent New York Times profile as President Reagan's "chief economic spokesman and salesman," Regan used a technological analogy in making his case for Reaganomics.

He praised his boss for being a "gyrocompass President"—one who does not stray from the course he sets for the nation, even in the face of strong criticism by opponents of that course. For the non-nautical-minded, Regan explained that a gyrocompass is the navigational instrument that enables a ship's captain to hold to a firm course, "no matter how much a vessel may roll, pitch or yaw. . . ."

The other kind of President, he said, is the "computer printout" leader—someone "driven by a devotion to pragmatism" and by rejection of "consistent values in favor of what seems to work best at any given moment."

In discussing his analogy, Regan observed that daily poll-taking and "an incessant rain of short-term statistics" can contribute to the making of a computer-printout President. But he took care to say his criticism was not directed at the press but at "the capacity possessed by our information-rich society continually to place a thousand tiny pressures on the stability of its leadership."

However, Regan did take issue with coverage of the inflation-rate drop from double-digit levels in 1980 to "about 1 percent" for "the last three months." He termed it "possibly the most underplayed story in recent economic history. ☐

Panelists dismantle the editing process

Newspapers in many respects are better than they've ever been. But many still are dull and irrelevant to readers' day-to-day lives. They "often come off as arrogant, insensitive, self-righteous, sloppy with the facts and probably too powerful."

With that, James K. Batten, president of Knight-Ridder Newspapers Inc., opened the General Session on "Successful Newspapering in the 1980s: What Kind of Editing Works."

He and his four panelists described some of the weapons against editorial mediocrity, and one argued that the press is asking for too much under the First Amendment.

One of newspapers' biggest needs, two speakers agreed, is to improve reader relations.

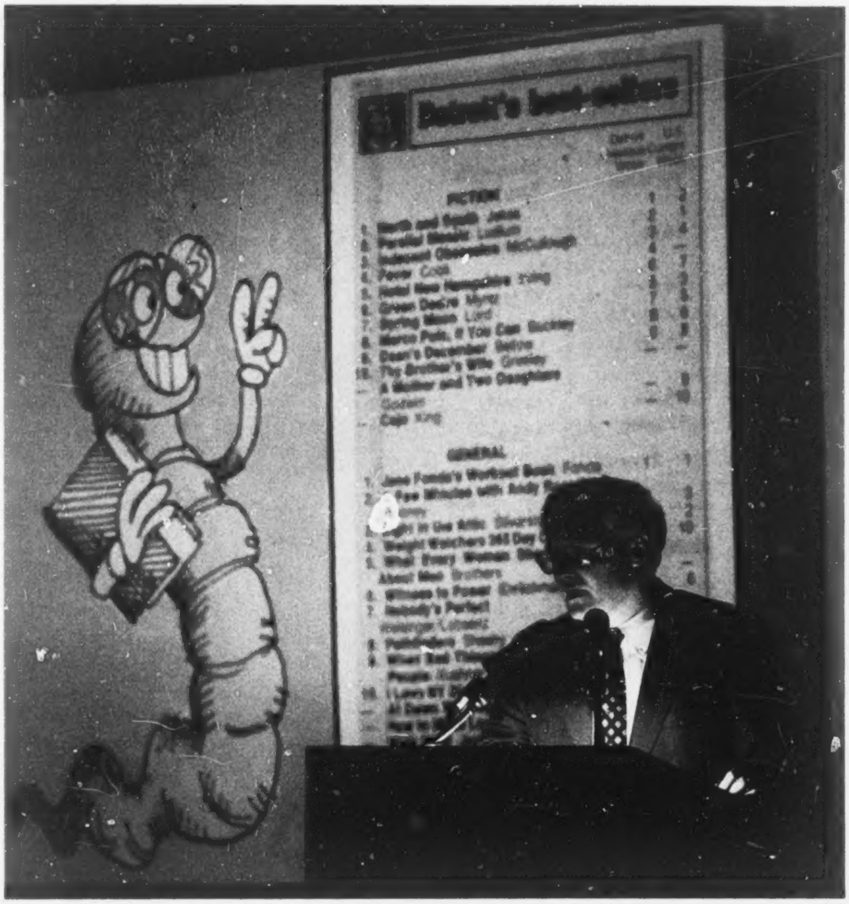
"Getting closer to readers isn't a gimmick," said David Lawrence Jr., executive editor of the Detroit Free Press. "The most successful editors and publishers believe readers are smart people. Too many reporters and editors and, even, publishers, don't really care much about readers, mostly because they don't know that many readers."

He based his remarks on examples of "reader-oriented editing" he had requested from more than 100 editors across the country.

Lawrence identified a dozen topics with substantial reader interest. The economy currently is the number-one concern on readers' minds, he said. Next come crime; the weather; government; sports ("Do rightly by this area, and I can think of no quicker way to trace increased sales."); health, medicine and science; sex; children and the elderly; women and minorities; television; education; and "a sense of the past."

Among other important elements in a good, reader-oriented package are usefulness, reader participation (possibly in newspaper-spearheaded community campaigns), making the paper "fun" (possibly through a little humor on the front page), accuracy, personality and success stories.

Robert C. Maynard, editor and publisher of the Oakland (Calif.) Tribune, also stressed the importance of reader relations. "Our credibility and standing in our communities depend upon our ability to humanize our institutions within and without," he said.



Lawrence narrates slide show on how newspapers can better fulfill readers' needs.

Good attitude is "an intangible ingredient" needed in any reader-relations program. It should prevail in the "small things" newspapers can do, Maynard said, such as: talking to readers face to face, helping readers understand how the newspaper works, soliciting reader opinions, following up stories by asking sources whether they were quoted correctly and fairly, and being accountable for mistakes.

Maynard, whose conclusions were based partly on a survey he conducted of editors and publishers in eight communities, also emphasized "humanity"—good telephone manners, for instance. "Unfortunately, I can tell you there are more wrong ways to answer the telephone being practiced at our newspapers than right ways," he said.

One of the examples of below-snuff phone performance Maynard described was this reply from a copy desk person to a complaining customer: "Madam, if you persist in this manner, I shall have no choice but to cancel your subscription."

Newspapers should keep in mind that their readers constantly are changing, said Ruth Clark, senior vice president of Yankelovich, Skelly and White Inc."

Clark identified three social trends of prime importance to newspaper people:

- The population is aging, as children of the baby boom have grown up. "For newspapers, this has to be catch-up time if we are ever to capture that elusive youth market of the '70s that we had such trouble dealing with—despite our emphasis on entertainment guides, how to live dangerously, articles on 'self,' etc."

- Americans are moving away from "America's classic optimism about the economic outlook for the future." For the first time, more than one in five people believe their children will not be richer or better off than they. And nearly half the middle class is worried about losing jobs.

People consequently are placing high importance on "the information side of newspapers," she said, a finding that is consistent with Lawrence's observations. Entertainment and attention to "living the full rich life" that dominated the last decade now have taken a back seat.

- Basic social attitudes are changing. "Most young people are more interested today in day care, money funds or in a new company moving into town with jobs than in a government official who announces he is a homosexual," Clark said.

Various other ramifications emerge from those trends.

One is that local news is found to be more important than ever, but the definition of local news has been broadened, she said. In many readers' minds, the term now encompasses lifestyle as well as geographic parameters. "It's one reason some of you may want to consider resectioning your paper," Clark said. Zones should be established according to "people's life patterns—not your trucking routes."

Clark also said that new editorial opportunities as well as more newspaper reading time are emerging as the home becomes once again "a central focus of peoples' lives."

But no matter how well newspapers perform under the helpful hints of Batten, Lawrence, Maynard or Clark, they have yet another level of journalistic dogma to address, said Kurt M. Luedtke, Lawrence's predecessor at the Detroit Free Press and author of the screenplay for the motion picture "Absence of Malice."

Luedtke lambasted journalism for having "made up" the concept of "the public's right to know."

He said the media have hung a variety of free-speech claims on the First Amendment when the First Amendment bestows no such rights. "It does not say that the freedom to print means that we are obligated to make it easy for you to gather news, which is what your access argument comes to. And it sure as hell does not say that a journalist—whoever and whatever that is—does not have to talk to a grand jury."

Luedtke contended that the 1964 U.S. Supreme Court decision *New York Times v. Sullivan* "was a bad case and, as a matter of heresy, let me say that I think it made bad law." The case established that public officials must prove actual malice to win a libel suit [presstime, Nov. 1980, p. 4].

"As a matter of fairness," he said, "there is just nothing wrong with paying compensation to someone who can show falsity and damage."

Luedtke observed that newspaper editing is based on what people ought to be and know, not on what people are. As a result, "You have become not an essential product but a discretionary one and well more than half the households in the country have elected not to participate."

In perhaps the closest instance of agreement with the other speakers, Luedtke said newspapers should publish material for people who are "hungry for information, material that they can put to use in their immediate lives." In the process, he said, those people "may even read a little bit about government."

Luedtke noted that he was concerned about such press problems long before he left the newspaper business "just as I suspect many of you are. I just wasn't very successful doing anything about them. Perhaps you will be." □

Texts of the four presentations at the general session on editing will be reprinted as a pull-out section in the June issue of presstime.

Dues change stirs controversy

AP will decide case-by-case on electronic use of news copy

The Associated Press membership adopted a bylaws change authorizing the AP Board of Directors to decide, on a case-by-case basis, whether a member will be allowed to provide AP news over an electronic information service.

The change was designed to give AP the flexibility it needs to keep pace with new electronic technologies, according to James F. Tomlinson, AP vice president, secretary and treasurer.

Another change in AP operations—this one in the assessment structure—already is stirring controversy. Jack W. Tarver, in his final report as AP chairman, said the change—to begin in January and be phased in during the following three years—is liable to be "traumatic" to some members.

Under the existing structure, AP computes the cost to provide service to a given geographic area by using a formula that takes into consideration population, and then dividing that cost among members in that area.

The cost to those publishing both morning and evening newspapers is higher than to those publishing only mornings and essentially using AP material from only that one cycle.

Under the change, the geographic-area service cost would be split equally among members regardless of whether they publish a morning, evening or all-day newspaper. In conjunction with the new fee structure, a current rule barring a newspaper from using AP material out of its cycle would be lifted.

Frank Batten

The change is aimed at establishing "parity" and at correcting what Tarver—in a February letter to members—termed the "totally lopsided" amounts paid by certain members within the same geographic area.

Hence, some newspapers, like the morning Detroit Free Press, will pay the same as The Detroit News, which publishes both p.m. and a.m. editions.

Bill Baker, assistant executive editor of the Free Press, said his newspaper may drop out of the AP because of the change. He maintained the paper should not have to pay for service it does not need.

Baker told presstime the new billing system will result in an increase in the Free Press' annual AP assessment of "several hundred thousand dollars." It will be a major blow, he said, noting that his newspaper has been hard hit by a depressed Detroit economy.

Baker said the higher fee for the Free Press would result in a "pure dollar-for-dollar" cut in the rate paid by the rival News.

News Managing Editor Lionel Linder defended the change, saying in another interview it should not be of concern to AP when a member newspaper uses AP copy. "What is time nowadays in the newspaper business?" he asked rhetorically.

Linder also disagreed that the extra money the Free Press will pay will result in lower AP costs for the News. He maintained that since the News began all-day publication several years ago, it has in effect been subsidizing AP costs for the mornings-only Free Press.

Other points made by Tarver in his report included:

- AP's goal of having 900 satellite receiving dishes installed at member newspapers by the end of this year probably won't be met. There were 508 dishes in place on April 26, the day of the annual meeting.
- The electronic carbon system continues to grow, with 193 member newspapers transmitting stories directly from their computer to AP computers and another 260 preparing to join the system.
- AP membership is at an all-time high, with 1,435 dailies and 300 nondaily newspapers.

Tarver's successor as chairman of the AP Board of Directors was elected by the board April 27. He is Frank Batten, chairman and chief executive officer of Landmark Communications Inc., Norfolk, Va.

Other new officers are William H. Cowles 3d of The Spokesman-Review and Spokane (Wash.) Daily Chronicle, first vice chairman; and Stanton R. Cook of the Tribune Co. of Chicago, second vice chairman.

At the annual meeting, the membership elected two new members to its board: James H. Ottaway Jr., Ottaway Newspapers Inc., Campbell Hall, N.Y.; and James E. Burgess, Lee Enterprises Inc., Davenport, Iowa. Four board members were reelected. □

Ambassador, correspondents give Convention a global view

World events and their impact on life in North America were emphasized by speakers at Monday's Associated Press annual meeting.

U.S. Ambassador to the United Nations Jeane J. Kirkpatrick said that after more than a year on "Turtle Bay" in New York City, she is most surprised at how little attention the UN Security Council and General Assembly devote to issues involving serious threats to world peace.

She attributed the UN's ignoring of some real crises, such as the Libyan invasion of Chad, to existence of political and geographic voting blocs.

Members of blocs tend to concentrate on activities of countries outside a given bloc—especially politically isolated countries such as Israel and South Africa—and to overlook problems that might cause embarrassment for members of the bloc, explained the former political science professor at Georgetown University.

Kirkpatrick explains UN voting blocs.

Kirkpatrick said it is crucial for the United States to do a better job of working within this political process to achieve results. "We almost always lose," she said.

The ambassador noted that the United States contributes between $1 billion and $2 billion each year directly and indirectly to the UN. Aside from influencing how that contribution is used, the nation must improve its performance in the organization to ensure it has a say in significant UN actions, she said.

The theme of how faraway happenings affect life at home was echoed by a slide show on AP's overseas bureaus and by reports from three AP foreign correspondents.

Peking Bureau Chief Victoria Graham discussed China's deep-seated opposition to continued U.S. weapons sales to Taiwan.

She also said that despite the fact that China has opened the way for millions of dollars of foreign investment, conservatives within the Communist Party do not like the growing ties with the United States. Their pressure could lead to a crisis if some resolution to the question of weapon sales to Taiwan is not found, she said.

The bureau chief in Frankfurt, West Germany, Larry Heinzerling, said opposition to government policies in Poland has been muted and scattered since government troops took over the running of the country in December—and many of Poland's neighbors are relieved by that turn of events. Some Europeans had feared that Poland would dissolve into anarchy or that the U.S.S.R. would intervene directly.

Although some underground newsletters are published and unauthorized radio stations are broadcasting, there is no sign of organized resistance, Heinzerling reported.

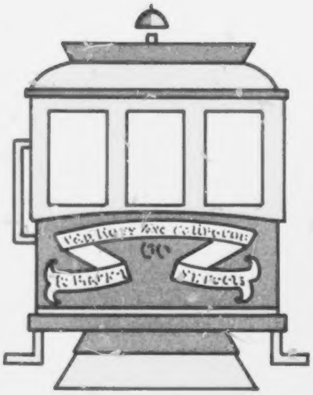
Tom Fenton, bureau chief in Santiago, Chile, said a recent tour of Central America emphasized for him changes in Nicaragua and El Salvador.

In Nicaragua, he was greeted as a *compañero*—Spanish for comrade. He spoke to teenagers as young as 15, male and female, who were undergoing military training. He also found Cuban-style neighborhood groups encouraging neighbors to inform on each other to the government—and vastly improved health care for the masses.

In El Salvador, he said, children still starve in the streets, even as the more affluent "shop at Sears and eat at McDonald's."

While both government and guerrilla forces have slaughtered civilians in the past, he found indications of a growing awareness by the government that such violence against noncombatants has a profound and negative effect on world opinion. Fenton said there are signs the new government is trying to curb violence and to institute land reform. □

Examiner



The second day: April 27

- Nuts and bolts sessions . . .
- Advertisers sound off . . .
- The state of U.S. intelligence . . .
- New leaders for ANPA . . .

K mart rep urges newspapers to offer TMC, preferably mailed

Total-market-coverage publications produced by newspapers and preferably direct-mailed could be "the name of the game for all of us in the decade of the '80s," K mart's western regional advertising manager said at the Shared Mail/Shoppers Clinic.

Michael Moors also said, however, that while K mart prefers to use newspapers as the vehicle for its preprints, low newspaper household penetration in some markets has caused the retailer to make expanded use of shoppers and other direct-mail programs. If newspapers want to dominate the K mart ad market in the '80s, they need to offer attractive, total-market-coverage programs, most desirably by mail, he said.

Newspaper TMC publications not only allow K mart and other mass merchandisers to reach all potential customers in a given marketplace, he said, they also give advertisers the benefits inherent in their association with traditional newspapers.

TMC vehicles allow newspapers to retain crucial preprint revenue—"a large part of your bottom-line profit dollars," he said. "Quite frankly, we don't want our money to be going somewhere else." Moors said his company knows "the power of the daily newspaper. We sense it. We feel it. Unfortunately, the majority of the daily newspapers only cover 50, 60, 65, 70 percent of their particular marketing area."

K mart therefore has chosen to use free-circulation, direct-mail publications to "satisfy our sales needs . . . and that, in fact, is why this medium exists," he said.

K mart in the last year and a half also has turned to "marriage mail" in some markets as another way of getting total market coverage. "Marriage" or "shared" mail is a direct-mail system in which several ad supplements are stuffed into a wrapper or simply bunched as a single unit [presstime, Oct. 1981, p. 14].

But, Moors said, K mart has experienced "some very negative aspects" of that medium, such as inability to control delivery dates and rates that rise drastically if weights exceed certain limits.

"We are very willing to work with any newspaper that has a TMC program, who wants to talk about a TMC program, whatever. But just keep one thing in mind: that we do need the total market," Moors told the publishers.

Although K mart decides delivery methods on a market-by-market basis, he said "we are really not interested in hand-delivered, total market coverage systems. . . . We are very, very strong on direct-mail delivery."

In many newspaper carrier systems, he noted, the link between the newspaper and its customers turns out to be a 13-year-old youth.

The clinic, led by Thomas F. Missett, publisher of the Blade-Tribune of Oceanside, Calif., also featured presentations by Herbert W. Sutton, chairman of the board and chief operating officer of Sutton Industries Inc.; and by Russell Pergament, publisher of Tabloid Newspaper Publishing Inc.

Sutton listed advantages of running inserts in his company's free-circulation publications that are direct-mailed to 1.2 million homes in Southern California. Advertisers get "18 years of a perfected service. They get a bug-free system of delivery. . . . They get the benefit of a Pennysaver readership."

He stressed the latter. A recent readership survey, he said, showed that more than 90 percent of people receiving a Pennysaver read it. Of the readers, nearly half said they have placed at least one ad in the publication, with most items selling within three days.

While Sutton values insert revenue—his Pennysavers in one recent week carried 6.5 million preprints—those supplements "are a little less than an average profit item with us." What's more, they can cause problems in the areas of labor, overweight mail pieces and late delivery from the printer.

The rise of new free-circulation publications was discussed at length and somewhat sarcastically by Pergament, whose three-year-old firm publishes six free-circulation newspapers in the Boston area.

Pergament recalled how he borrowed $10,000 and, with partners, started his first free paper. "When we landed in that market, we were, by everyone's perception, a fatality in progress," he commented.

However, Pergament—who had been retail advertising manager of the Boston Herald American—knew that the Boston dailies had only 25 to 30 percent household coverage in the market. He said they were "insipid," "complacent" and "living on Merit cigarette ads. . . . We changed that."

Pergament, who claims to have put seven newspapers out of business, said his publications' success is due largely to their editorial "credibility" and competitiveness. "Any one of my writers who gets his story picked up on the evening news with attribution to The Tab gets a $200 bonus."

Pergament concluded by listing for the paid-circulation publishers five "deadly warning signs" that could mean their newspapers may be vulnerable to a newspaper like his:

Have your ad rates gone up 10 percent in the past year, while your circulation has gone up only 2 percent? Do you count on cigarette and airline advertising for 25 percent of your revenue? Have you been too busy to say "Thank you" or to visit with your big clients in the past week? Are young families and women tuning out your paper? Are you a big, fat, bloated bureaucracy? ☐

At left: Copies of the San Francisco Examiner are wheeled into the Fairmont for distribution to Convention attendees.

Information on current projects shared by electronics panelists

Detailed descriptions of their electronic information services from four traditional print publishers highlighted the Electronic Publishing Clinic.

Moderator Donald N. Soldwedel, publisher of The Yuma (Ariz.) Daily Sun, provided an update on the one-way information services his newspaper operates over Yuma's cable television system.

In addition to providing round-the-clock news and retail advertising over one channel and classified advertising over two others, the newspaper next month will begin inserting news and advertising on a fourth channel—carrying the Cable News Network—for 12 hours daily, he reported.

By the end of this year, he reported, his cable operation will be grossing about $10,000 a month. By the end of next year, when the newspaper also will be inserting commercials into three other cable networks, total cable revenues should jump to about $25,000 a month, he estimated.

The clinic's three panelists discussed the two-way, interactive services in which they are involved.

Like Soldwedel, William R. Dunn of Dow Jones & Co. Inc., had an optimistic report on the viability of his company's electronic information service.

Currently, he said, expenses exceed revenue. But by 1984, when the customer base for the service should be more than 200,000 compared to about 41,000 now, revenue should exceed expenses, said Dunn, Dow Jones' vice president and general manager.

In the past year, he reported, the number of employees working with the service has increased from 70 to 110, and the number of data bases has climbed from seven to 15, expanding the number of "pages" of information available at any one time from about 150,000 to more than 250,000.

Dunn said business and financial information and quotes continue to be the service's foundation, occupying 95 percent of subscriber interest a year ago and 85 percent today, with the decline attributable to an increase of interest in newer services such as highlights from The Wall Street Journal, sports and weather.

Senior Vice President Albert J. Gillen reviewed the history of Knight-Ridder Newspapers Inc.'s telephone-based videotex project, Viewtron, and described its next two phases—the market introduction of Viewtron in South Florida in 1983 and its expansion into other U.S. markets in 1985.

Gillen noted that the initial Viewtron test in Coral Gables, Fla., revealed that news was the most important content category for Viewtron users. He also pointed out that Viewtron users spent less time with other media than previously, with 45 percent reporting less time watching television and 33 percent reporting less time reading newspapers.

G. Woodson Howe of the Omaha (Neb.) World-Herald ponders presentations.

James Holly listed the objectives of Times Mirror Videotex Services Inc.'s current 350-home trial of a videotex service in two Southern California communities.

They include determining consumer preferences for information services, whether an adapted television set in the home is the best delivery mechanism, how much customers will pay, and the interest and expectations of information providers.

Holly, the company's executive vice president and general manager, said the test also will compare two-way cable with the telephone as the data pathway.

Low-power TV stirs high interest among publishers

Publishers attending the Low Power TV Clinic got advice on aspects of the new broadcast service from A to V—antennas to VHF frequencies.

Moderator Kathleen Criner, ANPA director/telecommunications affairs, observed that the service, authorized by the Federal Communications Commission in March [presstime, April 1982, p. 25], "is clearly of great interest to a number of newspapers."

But Criner cautioned that "there has been a lot of misunderstanding about just how complex a task starting and running a low-power television station can be." She predicted the stations would prove to be "a lot more costly than many of the estimates I have seen." And, she said, "the revenue opportunities may, in fact, be a lot slimmer."

Milton Davis echoed that assessment. He urged publishers to conduct a market analysis to determine what programming would make money in their markets.

Davis, president of the National Translator Association, said he believes teletext should be considered a secondary service for low-power stations. Translators, which formed the technological basis for the FCC's low-power-TV action, pick up weak television signals and rebroadcast them.

John Craven, an operator of cable television systems and translators in California and Nevada, emphasized the need for good engineering work prior to submitting an application for a low-power license. The FCC will disqualify an application, he noted, if the proposed service overlaps with an existing broadcast service.

Craven said a low-power station normally will have a range of from 15 to 20 miles.

The clinic apparently was more popular than had been anticipated as the supply of information packages prepared by the ANPA Department of Telecommunications Affairs was depleted before the second session began.

For those interested in more information, Criner announced that ANPA will sponsor a low-power television workshop in November.

Dallas dailies say rivalry benefits both

JOHNSON
OSBORNE

Osborne (right) fires a shot at Johnson, while "sheriff" Michael Gartner (far left) flicks ashes.

Editors of rival newspapers squared off in the Gunfight at the Dallas Corral Clinic.

The combatants were Kenneth P. Johnson, executive vice president/editor of the Dallas Times Herald, and Burl Osborne, vice president, executive editor of The Dallas Morning News.

Each explained—albeit with great circumspection—how they are competing in the hot battle for Dallas readers. And they concluded that the competition has been good for both newspapers, which have responded by expanding coverage, adding new sections and making other improvements.

The shootout was traced to 1970, when Times Mirror Co. acquired the Times Herald. That newspaper, Johnson said, was "like most Texas dailies: locally owned, profitable, and experiencing modest but steady growth. But quite frankly, it was not a very good newspaper. Neither was its competitor."

Times Mirror's goal, he explained, was to create a newspaper "nationally recognized for its editorial excellence. . . . They also suggested that we continue to be a profitable enterprise."

Efforts of the Los Angeles-based company were "not always greeted warmly in every sector of Dallas," Johnson reported. For example, key real estate advertisers "for several months and several hundred thousand dollars" boycotted the Times Herald Sunday real estate section. They were miffed when editors changed the section's editorial content from "public relations handouts and puff pieces supplied by the advertising industry to a legitimate home and real estate section aimed at serving our readers as well as advertisers."

But despite the efforts of its rejuvenated rival, the Morning News has "and will maintain a leadership position in Dallas," Osborne said.

It has some "big advantages going in," he asserted. "The News has a long tradition in Texas, and in Dallas. (Owner) A.H. Belo Corp. is the oldest business in Texas.

"The Morning News," he said, "is the national newspaper of Texas." ☐

A small co-op investment can yield big returns

A medium-sized newspaper can create an effective cooperative advertising department with no additional staff, no computer and an investment of less than $500.

That was the message from Publisher Peter Thieriot of The Daily Pantagraph of Bloomington, Ill., at the Co-op Advertising Clinic.

The Pantagraph increased its annual co-op revenues by $200,000 to a total of $350,000 in 1981, Thieriot said. To achieve that gain, he reported, the newspaper invested in "a four-drawer file cabinet, a couple of Rolodex index files and about $150 in postage" to send requests to manufacturers for copies of their co-op programs.

The all-day, 52,343-circulation newspaper had its national advertising manager trained in co-op advertising by the Newspaper Advertising Bureau and gave him additional duties as a co-op ad manager. The manager then trained the newspaper's sales force in how to use co-op.

To cut across other ad departments, Thieriot said, a co-op manager or national/co-op manager should be a department head on par with the retail and classified managers. He noted that according to the Inland Daily Newspaper Association's Cost and Revenue Study, the average salary for a co-op manager on a newspaper of the Pantagraph's size is $26,000.

The number of co-op programs used by the Pantagraph jumped from 15 in 1980 to 550 in 1981, and more increases are planned. To keep up the skills of its sales staff, the Pantagraph subscribes to several co-op publications and sends its staff to some of NAB's 22 presentations and seminars on the subject.

Clinic attendees also heard live and taped presentations from several retailers who recalled how newspaper representatives well-versed in setting up and submitting claims for co-op programs persuaded them to increase their use of co-op ads.

Donald J. Maldonado, display advertising manager of the Los Angeles Times, emphasized that co-op managers should be heavily sales-oriented rather than administrative-oriented.

They should be willing to work closely with retailers—writing individual programs if needed—and with the sales staff of the newspaper, Maldonado added. His paper now has four co-op account executives and in January became the first newspaper to sell a national co-op package through NAB's new Newspaper Co-op Network [presstime, Aug. 1981, p. 30].

Frank B. Hennessey, NAB vice president for cooperative advertising sales, said that:

- Some manufacturers will pay 150 percent of the cost of co-op ads
- About $2 billion of the $7.5 billion available annually for co-op advertising goes unspent
- A 1982 NAB survey of manufacturers indicated that co-op budgets will increase 14 percent in 1982, and that programs available will increase 22 percent
- Direct mail revenue from co-op advertising rose 112 percent in 1981
- Newspapers' share of co-op dollars has dropped from 81 percent in 1978 to 70 percent in 1981.

Papers must target readers, circulation panelists tell clinic

Newspapers can no longer be content to sell to anyone who comes along. They must carefully select the readers they want, aim their news and sales efforts specifically at those readers, and constantly assure that they are being served well.

That was the theme of the Better Ways to Sell Circulation Clinic.

Executive Editor Joann Byrd of the Everett (Wash.) Herald called for more communication between the editorial and circulation departments.

She said that while no editor should turn over editorial control of a newspaper to the sales department, "an editor does not compromise journalistic integrity by making (news) judgments and then explaining them to people who sell the results."

Donald A. Nizen, vice president for consumer marketing of The New York Times, said that since 1976 the Times has been gaining circulation by targeting prospective readers.

Outside the New York metropolitan area, for example, the Times goes after the reader with a college degree or professional/managerial position, and living in a household with annual income of $50,000 or more.

Sales calls, promotions and even single-copy sales outlets are concentrated in the target areas, he said, and the Times also has made editorial changes to make the news product more appealing to "upscale" readers.

Nizen and others said that target marketing, while more efficient than a "shotgun" approach to sales, is not cheap. Nizen estimated that it costs $17 to get one daily-and-Sunday order.

Thomas J. Culligan, executive vice president and general manager of the Daily News of Los Angeles, described the intense local media competition for readers' time that faced his newspaper when it converted from free to paid circulation.

After a research study, executives decided that to obtain the 20 minutes per day they need from readers, they had to change the newspaper, change how it was perceived and then sell it, Culligan said.

Over five years, the editorial staff was doubled; new sections were added; all stories, even international ones, were edited to give local perspective; the promotion and sales budget was increased; and selling efforts were transferred from the circulation department to sales and marketing specialists.

With these and other efforts, paid circulation has grown from 57,000 four days a week in 1975 to 128,000 daily, he said.

Grover J. Friend, publisher of the Bucks County (Pa.) Courier Times, said his 64,179-circulation morning paper found that separating the sales and marketing function from delivery and service improved all aspects of circulation. ☐

Moderator Byrd listens intently.

Schermer, Standen named to NAB posts

Changes of command in the Newspaper Advertising Bureau were made by the bureau's board of directors meeting in conjunction with the Convention.

On April 25, the board elected Lloyd G. Schermer of Lee Enterprises Inc., Davenport, Iowa, chairman of the bureau, and named Craig C. Standen, NAB executive vice president for sales, to succeed Jack Kauffman as the bureau's president when Kauffman retires June 7.

Schermer succeeded Edward W. Estlow, president of Scripps-Howard Newspapers, Cincinnati, who had served for two years.

Tom Johnson of the Los Angeles Times was elected vice chairman. Officers reelected were Frank A. Bennack Jr. of The Hearst Corp., treasurer; and Arthur Ochs Sulzberger of The New York Times, secretary and assistant treasurer.

The officers' terms are for one year.

Schermer (right) is congratulated by Estlow.

At the bureau's annual business meeting two days after the board meeting, officers and committee chairmen reported to the bureau membership that NAB revenue for 1981 was $10,072,130; that since June 1 of last year, 65 daily newspapers joined NAB and 47 resigned; and that there was a net gain in dues revenue of $29,214.

However, it was also reported that 21 other newspapers have signaled their intention to resign.

At the annual meeting, members elected seven new NAB directors to three-year terms.

They are: Frank A. Daniels Jr., The News and Observer and The Raleigh (N.C.) Times; Richard E. Diamond, the Staten Island (N.Y.) Advance; Ralph Ingersoll II, Ingersoll Publications Co.; John B. Lake, Times Publishing Co., St. Petersburg, Fla.; Robert G. Marbut, Harte-Hanks Communications Inc., San Antonio, Texas; C.K. McClatchy, McClatchy Newspapers, Sacramento, Calif.; and Darrow Tully, The Arizona Republic and Phoenix Gazette.

Re-elected to three-year board terms were Barry Bingham Jr., The Courier Journal and The Louisville (Ky.) Times; Alvah H. Chapman Jr., Knight-Ridder Newspapers Inc., Miami; Peter B. Clark, The Detroit News; Gordon N. Fisher, Southam Inc., Toronto; John E. Heselden, Gannett Co. Inc., Rochester, N.Y.; Johnson, Los Angeles Times; and Franklin D. Schurz Jr., South Bend (Ind.) Tribune. ☐

Advertisers 'tell it like it is' at NAB session

Nine top executives from major national, retail and classified advertisers hammered home to an overflow crowd of publishers what they should be doing to increase newspapers' share of advertising.

In a presentation titled "Take Action"—and punctuated by slides, whistles and a live band—publishers were urged to market newspapers' strengths and to seek out the needs of advertisers before competing media make further inroads into newspapers' 29-percent share of advertising revenues.

It marked the first time at a Newspaper Advertising Bureau annual meeting that advertisers themselves provided details on what they want from newspapers. Some highlights follow:

- Publishers must be able to document for national advertisers what product segments of the consumer population read and respond to newspaper ads, said R. Gordon McGovern, president and chief executive officer of Campbell Soup Co.

- Charles J. Pilliod, chairman and chief executive officer of the Goodyear Tire and Rubber Co., said that his company's $35-million-per-year advertising efforts are made more difficult by newspapers' lack of standardization and by their tendency to consign all tire ads—even those from competing Goodyear dealers—to the "ghetto" of the sports section, sometimes even to the same page.

In contrast, he noted, television gives an advertiser the exclusive use of the entire screen for a message.

- Newspaper ads have paid off in product sales for many of his clients, said Charles Peebler, president and chief executive officer of Bozell & Jacobs International Inc., and the ad agency plans to increase its newspaper billings in 1982.

Charles Peebler

But while Bozell & Jacobs places more than 18 percent of its ad billings in newspapers, the average for all agencies is only 8 percent.

Peebler said newspapers should remember that many agency decision makers grew up during the age of television and don't know very much about newspapers; that newspapers and their representatives often appear uninterested when asked for help in using innovative, creative ideas for ads; and that newspaper sales people should be more knowledgeable and aggressive when selling ads.

- A panel of five retail advertisers presented their views on the 1982 retail climate and on the use of newspaper advertising.

Robert Sakowitz, chairman of the board, president and chief executive officer of Houston's Sakowitz Inc., said that despite the recession, demand for his firm's top-quality jewelry and other goods remains strong.

Sakowitz said newspapers must be able to show that they reach the wealthy, carefully plotted audience his firm has targeted. Improvements in color and reproduction also are needed, he said.

The chairman and chief executive of Luckey Stores Inc., Don Ritchey, said his stores—which cater to the middle range of incomes rather than either end—are being squeezed as sales fall and newspaper ad rates climb.

Richard Rusnik, president of Russell's Furniture in San Jose, Calif., agreed, saying that when retailers are being squeezed by costs, it is difficult to maintain newspapers' ad schedules as their prices constantly rise while those of other media may not. "We're willing to increase linage, but we need help," Rusnik said.

Michael Gould, chairman and chief executive officer of J.W. Robinson in Los Angeles, said advertisers welcome special editorial sections aimed at specific reader interests. But he said they are more interested in zoned advertising, even for ROP, and paying to reach only the customers they want—by matching charge card lists, for example.

Howard Evans, senior vice president and director of corporate marketing for J.C. Penney Co. Inc., said his company was a leader in persuading newspapers to classify customers by ZIP Code.

"We develop our customer trading areas by ZIP Codes based on credit, catalog and cash sales," Evans explained.

He said 160 newspapers now can provide the ZIP Code information Penney's needs, but he warned that the company currently is testing "every kind of delivery technique there is" for its ads.

- There was also a discussion of trends in classified employment advertising.

Charles Gould, president of Deutsch, Shea and Evans—one of the nation's leading recruitment advertising agencies—noted that the job market even for engineers and computer people is beginning to dry up.

Yet recruitment advertising volume remains more than $1 billion per year and could reach $2 billion by 1990, he said. "The ratio of display to in-column ads is steadily growing—suggesting an increasingly professional approach to this field. . . . And a new newspaper product has appeared: the career supplement," he said.

Newspapers could continue to soak up the vast majority of recruitment ad dollars, Gould said, if they establish themselves as the primary source of news about employment and career assistance. Weekly human resources sections, such as those already established by the Boston Herald American and the Houston Post, are an excellent step, he said.

In response to the advertisers' needs, James H. Hollis, NAB vice president for mass merchandising, suggested that newspapers strive for penetration of at least 70 percent in major shopping areas; devise rate cards that can be easily computerized; compare ROP rates with inserts to make sure ROP is competitive; and seek more ROP ads on Fridays. "Discount stores still do 25 percent of their volume on Saturdays," he noted.

Charles M. Kinsolving Jr., NAB vice president for marketing/planning, described a new NAB department designed to help newspapers use the electronic media that so many are testing.

And Hank Simons, NAB vice president and creative director, highlighted some of the unusually creative and successful newspaper ads—including 18 winners of the new NAB Athena award—collected in the 48-page "Creative Newspaper 1982." Copies were distributed at the Convention; additional ones are available from NAB. ☐

CIA deputy calls secrecy vital

"We must come to grips with the very difficult issue of secrecy to protect the investment that we make in our ability to collect, to process and to report on foreign intelligence," the deputy director of central intelligence told a General Session.

Adm. Bobby R. Inman said that legislation to make it a crime to publish the names of U.S. covert foreign intelligence agents and to limit the applicability of the Freedom of Information Act to the Central Intelligence Agency will help but not completely solve the secrecy problem.

"I can't guarantee to you that they will do the job entirely because we are still caught with the psychology of leaks," said Inman.

In response to a question from Charles S. Rowe, chairman of the FOI/First Amendment Working Group of the ANPA Government Affairs Committee, Inman said he does not believe there is "any high likelihood that one will need to use" the agents' identities legislation now before a House-Senate conference committee.

"I am in hopes it will have the deterrent effect," Inman said; to which Rowe, co-publisher and editor of The Free Lance-Star in Fredericksburg, Va., responded, "What you call the deterrent effect, we would call the chilling effect."

Inman urged ANPA to continue its dialogue with intelligence officials on FOIA issues.

Although the administration has said it wants a full exclusion for the CIA from the FOIA, Inman said that as a private citizen he would favor legislation introduced by Sen. John H. Chafee (R-R.I.), providing less than a full exclusion, as "a good compromise."

And a private citizen is what he will become July 1, after 30 years in the Navy. The White House announced less than a week before the Convention that Inman will leave government service. Inman told the publishers he had made the decision to do so in 1980 but had had his "arm . . . twisted severely" to help shape a long-range program to rebuild U.S. intelligence capability.

"I've done that," Inman said, "and it seemed to me now was the right time to get off the train." He denied any disagreements on major policy issues and called his working relationship with CIA Director William Casey "very good."

Inman decries the "psychology of leaks."

The session was named "The State of Intelligence," and Inman rated it "marginal" for some of the kinds of problems the United States can expect to face in the next two decades.

The nation's intelligence and warning capabilities against a surprise attack "from our principal adversary" are better than they have ever been, he said, and U.S. intelligence does well in monitoring military developments. But it does "substantially less well" in the political and economic areas, he added, and "very poorly" in maintaining an "encyclopedic" knowledge about the nations of the world.

He asked publishers to give "strong support" to the program now before Congress to rebuild U.S. intelligence capability. □

Beaton says UPI trimming losses, adding services

On the occasion of the wire service's 75th anniversary, Roderick W. Beaton declared, "UPI expects to be working for you when our 100th birthday rolls around."

The UPI president conceded that it has been "a difficult two or three years. We've been subject to far more speculation and rumors than any of us would like."

But he told the UPI luncheon that "I cannot recall an instance when we've failed to be competitive—and often superior—on the important news of the day. Our people have come through the speculation leaner and tougher. As some evidence of that fact, deficits dropped dramatically, about one-third, last year, and the trend is continuing in 1982."

According to UPI spokesman William K. Adler, operating losses were trimmed from a record $12 million in 1980 to $8.3 million last year.

Beaton stressed that there has been "no curtailment in UPI's capital investments for the future or in our product development." He cited the addition over the past two years of 12 news bureaus and of a digital darkroom in New York City, with a second such darkroom scheduled to begin operation in Europe later this year.

Beaton told the publishers that 22 newspapers have joined the UPI subscriber list so far this year. □

Following an address at the UPI luncheon, astronauts Jack R. Lousma (left) and C. Gordon Fullerton present ANPA Chairman and President Katharine Graham with a U.S. flag and crew patch flown aboard the space shuttle Columbia during its third mission in late March.

From left: Johnson, Chapman, Marcil, Daniels and Graham share a San Francisco moment.

ANPA elects William C. Marcil new chairman and president

William C. Marcil, president and publisher of The Forum, Fargo, N.D., was elected chairman and president of ANPA at the Association's annual business meeting.

The membership also extended voting privileges in the Association to non-daily members. In addition, new officers and four new directors were elected.

Other officers chosen were Richard J.V. Johnson, Houston Chronicle, vice chairman; Alvah H. Chapman Jr., Knight-Ridder Newspapers Inc., secretary; and Frank Daniels Jr., The News and Observer and The Raleigh (N.C.) Times, treasurer. All officers serve one-year terms. After his election, Marcil appointed his predecessor, Katharine Graham of The Washington Post Co., chairman of the Executive Committee.

New directors elected to two-year terms were Frank A. Bennack Jr., The Hearst Corp.; Edward W. Estlow, Scripps-Howard, Cincinnati; Jacques-G. Francoeur, UniMedia Inc., Montreal; and George W. Wilson, Concord (N.H.) Monitor.

Directors re-elected to two-year terms were Mrs. Graham; Garner Anthony, Cox Enterprises Inc., Atlanta; William H. Cowles 3rd, The Spokesman-Review and Spokane (Wash.) Daily Chronicle; Robert F. Erburu, The Times Mirror Co.; Edwin L. Heminger, The Courier, Findlay, Ohio; John B. Lake, Times Publishing Co., St. Petersburg, Fla.; K. Prescott Low, The Patriot Ledger, Quincy, Mass.; Robert G. Marbut, Harte-Hanks Communications Inc., San Antonio, Texas; Warren H. Phillips, The Wall Street Journal; Donald N. Soldwedel, The Yuma (Ariz.) Daily Sun; and Arthur Ochs Sulzberger, The New York Times Co.

The motion to remove the barrier to voting by non-daily members was unanimously supported by the Directors and was passed on a voice vote with no dissent.

Seven years ago ANPA ended its traditional dailies-only membership requirement, and since that time some 200 non-daily newspapers have joined the Association. Until the action at this meeting, however, voting privileges were extended only to those members publishing at least five days a week.

Mrs. Graham said she was "very pleased" with the vote erasing the voting ban.

The annual **membership report** presented by Membership Committee Chairman Charles M. Meredith III listed the total at 1,408, down from the 1,426 reported at last year's Convention.

The **treasurer's report** presented by Johnson showed total Association revenues in 1981 of $7,545,012.

Expeditures were $4,600,400 in support of Reston headquarters activities and $2,807,473 for Research Institute activities in Easton; with a $1,699 profit from ANPA Credit Bureau Inc., surplus for the year was $138,838.

The Board again was given *stand-by* authority to increase the dues formula by a maximum of 10 percent if unplanned developments required it. Over the past 20 years, the Board has exercised this authority eight times, in 5-percent increments each time.

For his **executive vice president's report,** Jerry W. Friedheim narrated a 15-minute slide show illustrating the Association's activities. The activities were categorized and keyed to the nine ANPA objectives recently adopted by the Board [presstime, March 1982, **chairman's corner**].

Jerry W. Friedheim

Friedheim also reported that 90 percent of the ANPA membership already has participated in the special $5.5-million assessment for the new research facility in Reston. About 96 percent of the total has been pledged or paid.

The executive vice president also explained the new ANPA planning and budget system designed to streamline the procedure and generate greater committee involvement in the process. ☐

Future Convention schedule

The ANPA Board of Directors has set the following schedule for future ANPA Conventions:

1983	New York City, April 25-27
1984	Montreal, April 30-May 2
1985	Miami Beach, May 6-8
1986	San Francisco, April 21-23
1987	New York City, April 27-29

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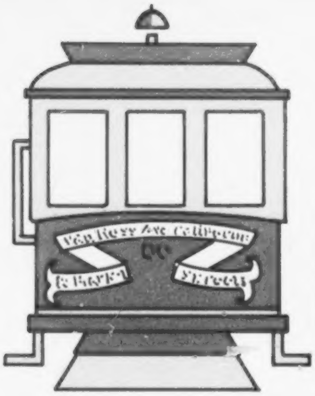


The third day: April 28

- Telecommunications showdown . . .
- A general's warning . . .
- Publishing's human side . . .
- Various peripheral notes . . .

AT&T's Brown rebuts press concerns

AT&T Chairman Charles L. Brown told a packed General Session on telecommunications that his company has no intention of entering the electronic publishing business for news or other editorial matter.

He said AT&T will serve as the transmission medium, where it has expertise, and may enter the terminal business, if that appears profitable.

"We don't care who owns the data base," Brown said. "We make our money on the transmission."

But he gave no promises on "electronic Yellow Pages." Brown said the print Yellow Pages business apparently will decline as electronic technology advances, and AT&T does not want to be precluded from serving the marketplace.

Brown, noting he is "weary" from arguing the issue and that he has had "no stomach for argument over turf," added, "Protectionism that is being advocated in the Congress is not going to work." If AT&T is not allowed to provide its Yellow Pages in electronic form, "we'll sell it to somebody else who can," he said.

Measures to which Brown referred are contained in HR 5158, ANPA-supported legislation that, among other things, would block the telephone company from entering electronic publishing until more competition develops in that market.

Brown was part of a program that included Rep. Thomas J. Tauke (R-Iowa), who explained his support for the House telecommunications bill, and Federal Communications Commission Chairman Mark S. Fowler, who urged publishers to support legislation to repeal the fairness doctrine.

Robert G. Marbut, president and chief executive officer of Harte-Hanks Communications Inc. and outgoing chairman of the ANPA Telecommunications Committee, moderated the program. He ended it with a summary of the Association's public policy concerns regarding AT&T in new electronic information fields. (See story, p. 32.)

Brown expressed amazement at the extent of the negative attitude toward AT&T within the newspaper business. "When an ANPA member, from an area where the Bell System does not even operate, only half-jokingly identified me yesterday as 'the enemy,' I realized how far this misconception has gone," he said. "It is left largely to your own judgment as to how far you want to go to build fences around your primary communications supplier. . . ."

The real issue in telecommunications policy today is how to proceed with new technologies so that they are available and economically priced for the American marketplace, Brown said. "It is evident to me that what my business, telecommunica-

Excerpts from William C. Marcil's acceptance speech as ANPA president

On behalf of all ANPA members I would like to congratulate Kay Graham for a job well done these past two years. It has been an active time—we've seen an expansion of many activities, including telecommunications, government affairs, the Easton move and the implementation of a long-range planning process—just to mention a few. Kay Graham provided the strong leadership to guide us through this important time. . . . Kay, we are grateful to you.

Thank you, ANPA members, for your vote of confidence yesterday.

I shall do my very best to represent every one of our more than 1,400 member newspapers during my chairmanship. Our Association has an unusual and enviable tradition of counseling and pulling together. That tradition we must continue.

I also thank you for your wisdom in electing Vice Chairman Dick Johnson and the other dedicated Directors at the head table today. And, it is my experience that the expert staff available to us in ANPA is both excellent and enthusiastic.

I will lean heavily on the advice and wisdom of those ANPA presidents who have served before me—Kay, who will become chairman of the Executive Committe, Al (Neuharth), Joe D. Smith, Andy Andersen, and all the others.

From their successes I take challenge; from their survival I take hope.

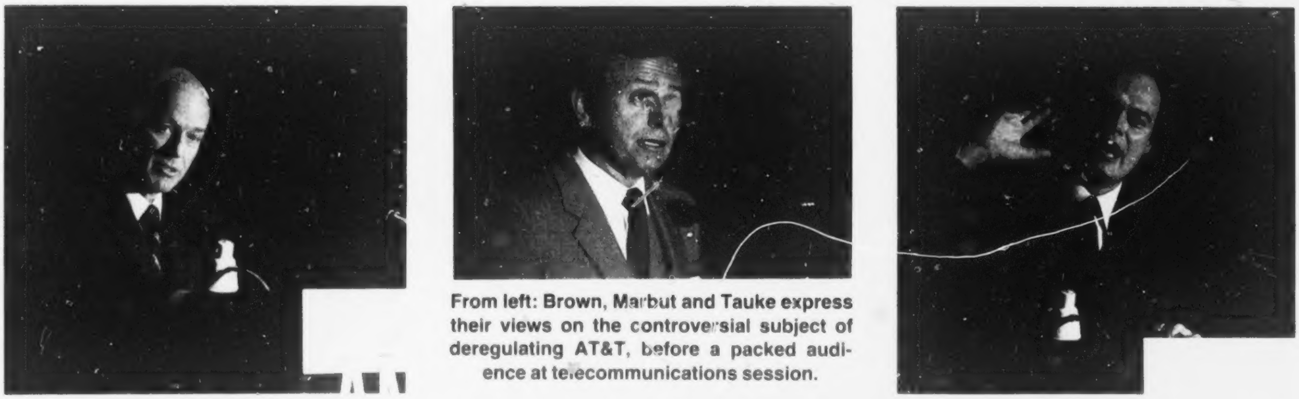
I want to make sure that the expansion of The Newspaper Center and the move of our key staff members to Reston are accomplished so smoothly that those of you on the receiving end of these services notice no disruption or delay; but, indeed, discover enhancements.

I want to make sure that those of you from smaller-circulation newspapers are being correctly and usefully served by ANPA programs. And, if not, I want your suggestions and your help in making improvements. I'm particularly pleased that you voted yesterday to extend voting rights to all members, regardless of publishing frequency.

I want to do a bit of streamlining in the structure of our standing committees, so that we can keep our organization in tune with the times; and I'll have more to report on that later.

But first and foremost, I want to assure you that I view the business of publishing in our free society as a public trust. And during the next two years, service of that public trust will be uppermost in our minds as we work to "advance the cause of a free press." ☐

At left: Marcil thanks the membership for giving him the opportunity to guide the Association.



From left: Brown, Marbut and Tauke express their views on the controversial subject of deregulating AT&T, before a packed audience at telecommunications session.

tions, and your business, publishing, should be debating is the prospect for collaboration."

Brown also told the publishers it appears they "can get pretty much whatever you want" in telecommunications legislation. He criticized HR 5158, which may be voted on by the House Energy and Commerce Committee later this month, for being "written in silence and rushed through" the Telecommunications Subcommittee. (See story, p. 31.)

Tauke, in defense, said it is "unfair" to say the legislation was not afforded public scrutiny. There were dozens of hearings before the proposed antitrust settlement between AT&T and the U.S. Justice Department on Jan. 8, and the subcommittee held another 13 days of hearings after the proposed settlement was announced.

The congressman also explained that the bill is designed to deregulate AT&T gradually as marketplace competition develops.

The bill recognizes a "First Amendment interest" in limiting AT&T's role as an information provider where the monopoly could control the transmission facilities. Where there would be such monopoly "bottlenecks," Tauke said, AT&T would have "the ability to restrain the free flow of information of others."

He made clear that the bill's provisions are not premised on a belief that AT&T executives are dishonest. But it is "unreasonable for Congress to assume that they will not use their competitive advantage for what basically is a competitive arena."

In another look ahead at new electronic information services, Fowler of the FCC urged publishers to "defend the rights of your electronic brethren," and to support legislative efforts to repeal the fairness doctrine. "There is a direct stake in the future of electronic broadcasting for you in this room."

Fowler warned that "the rights won or lost by the broadcasters in this decade will be the rights you inherit as broadband communicators" in new information technologies of the future. ☐

Executives lectured on 'human side' of publishing

The power of the press to hurt the people about whom it reports, and, ultimately, to hurt itself was the topic of a General Session speaker who said the news coverage to which she was subjected "could have destroyed many people."

Mary E. Cunningham, the former Bendix Corp. executive whose rumored romantic relationship with her boss received extensive media attention in 1980, said she agrees with those who say the most serious threat to press freedom comes from within the media themselves.

"I believe that when the media cross the line between liberty and license, they do begin to sow the seeds of their own demise," she declared.

Cunningham used the details of her case to illustrate what can happen when the press sensationalizes news for business advantage.

Press coverage about her and Bendix Chairman William Agee stemmed from office gossip but, she charged, was fueled when one newspaper played up Agee's public statement that their friendship had nothing to do with her rise in the company.

Mary E. Cunningham

"Needless to say, the office gossip hardly subsided," she said. "What's worse, the rumors, the gossip were given additional credibility as they received the somewhat inherent legitimacy of being reported in the press."

Cunningham said she does not think reporters, editors or publishers fully appreciate the high personal price paid by "the individual who involuntarily becomes the object of media coverage." She quit her job at Bendix because of the press-aggravated controversy.

Now vice president-strategic planning and project development for Joseph E. Seagram & Sons Inc., she held the rapt attention of an overflow crowd for the full 40 minutes of her speech.

Among those in the front row was Agee, to whom she is now engaged. In her speech, Cunningham noted that their friendship had "grown . . . out of the adversity."

The three other speakers at the closing General Session on "The Human Side of Publishing" directed their remarks not to the people about whom the press reports, but rather to the challenges facing newspaper managers.

Dr. Roy Amara, president of the Institute for the Future in Menlo Park, Calif., enumerated these 10 "most important shapers of management in the '80s":

- Middle management "crunch"
- A shrinking supply of entry-level workers
- Stress on productivity
- Shifting economies of scale (toward smaller units)
- Changing corporate advantage (rendering labor-intensive sectors vulnerable)
- Redefining "place of work"
- New communications patterns
- Evolving participation needs of workers
- Diversity of values and lifestyles
- Developing perceptions of the future (placing high value on judgment, rather than on possession of "hard" information).

Richard T. Pascale, who conducted a study comparing management of the U.S. subsidiaries of several Japanese companies with similar, U.S.-owned firms, debunked many of the popular notions about the superiority of Japanese management.

To his surprise, he said, the study revealed that the Japanese companies did not have more "bottom-up" and lateral communication or spend more time in meetings than the U.S. firms.

Moreover, the study showed that the Japanese companies on the whole did not outperform their American counterparts, the Stanford University professor reported.

Following a videotape presentation of interviews on the subject of management, Madelyn P. Jennings, senior vice president/personnel and administration of Gannett Co. Inc., said the challenge of the 1980s for business is to "grow better," not "bigger" as had been the case in the past several decades.

Newspapers, she said, are in a "unique position to take advantage of this time": first, because they tend to act on the local level; and second, because except for those in major markets, they are small enough to keep in close touch with employees.

Gen. Jones puts freeze on ice

The chairman of the Joint Chiefs of Staff said an absolute freeze or a policy of "no-first-use" of nuclear weapons would not be in the best interests of the United States.

Air Force Gen. David C. Jones said a freeze would solidify the Soviet Union's edge in intermediate-range ballistic missile systems.

The Soviets have deployed "hundreds" of SS-20 intermediate-range missiles in Eastern Europe, with three warheads per missile and with the potential of "great survivability" in a war, he said.

NATO has no comparable system in place, Jones told the ANPA luncheon. He called for the deployment of ground-launched cruise missiles and Pershing II intermediate-range missiles to correct this "great imbalance."

As for a declaratory policy of "no-first-use," Jones said it overlooks another Soviet advantage, this one in the conventional forces of the Warsaw Pact. Moreover, he said that paradoxically, "no-first-use" could backfire and actually lead to nuclear war.

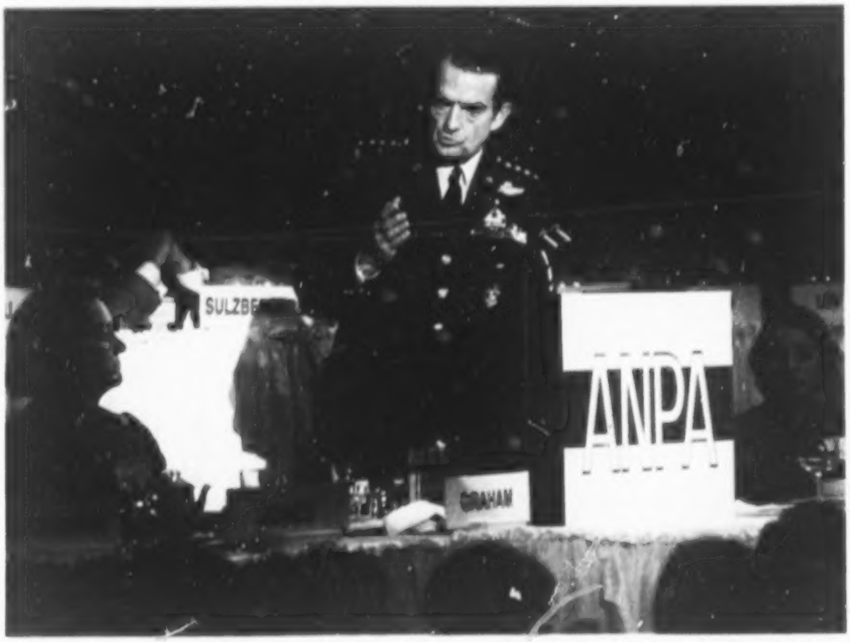
Such a declaration by the United States could tempt the Soviet Union to start a conventional war in Europe, he explained. And in wartime, "There'd be a great incentive to use some nuclear weapons" in preemptive fashion.

A fundamentally sounder policy, he said, is the U.S. government's current one of declaring it will use weapons only in response to attack.

Fears of nuclear conflagration have brought about a "growing anti-nuclear groundswell," Jones observed. "And we can't dismiss it as the emanations of a fringe group, because there are many serious-minded people—many who strongly support defense—sharing these concerns."

"I share those concerns," Jones said, describing himself as "a strong supporter of arms control." The last four years as chairman of the Joint Chiefs of Staff have been "particularly sobering for me as the person who would normally implement a President's decision to use nuclear weapons," he said.

The 60-year-old general, who will retire July 1 after a record eight years as a member of the JCS, used the ANPA forum to urge support for his proposal to strengthen the chairman's authority while diminishing that of the four other members of the JCS—the chiefs of the Army, Air Force, Navy and Marines.



Gen. Jones is flanked by Mrs. Graham (left) and Jane Marcil, wife of the new ANPA chairman.

ANPA Director K. Prescott Low wisely passes the time before an afternoon session.

Navy Capt. Gerald L. Coffee tells an ANPA breakfast that faith was "key to survival" during seven years as a POW in North Vietnam.

A Convention goer views UPI's photography exhibit—one photo for each of the wire service's 75 years of picture-taking.

New ANPA Chairman and President William C. Marcil greets National Newspaper Association President George J. Measer.

The Fairmont Hotel Grand Ballroom was packed for every session.

Harold W. Andersen of the Omaha (Neb.) World-Herald poses a question to House Speaker O'Neill.

Peripheral notes

Soldwedel elected chairman of Trustees

The ANPA Foundation Board of Trustees elected Donald N. Soldwedel, president and publisher of The Yuma (Ariz.) Daily Sun, to be Foundation chairman and president for a one-year term. Helen K. Copley, chairman and chief executive officer of The Copley Press Inc., was elected vice chairman.

Also at their April 28 meeting in San Francisco, the Trustees elected the following new members to two-year terms: Frank A. Bennack Jr., The Hearst Corp., New York City; Edward W. Estlow, Scripps-Howard, Cincinnati; Jacques-G. Francoeur, UniMedia Inc., Montreal; and George W. Wilson, Concord (N.H.) Monitor. Fourteen Trustees were re-elected to additional terms, and the terms of two others did not expire this year [presstime, April 1982, p. 61].

Stepping down from Family Weekly

Morton Frank, publisher of Family Weekly magazine for 16 years, chose the annual Family Weekly dinner for ANPA executives and their spouses to announce he was passing his title on to Patrick Linskey, president of the magazine.

Frank will become chairman emeritus of the magazine and a consultant to the Sunday supplement's owner, CBS Consumer Publications. During his term as publisher, Family Weekly grew from 4.6 million in 150 newspapers to 12.45 million in 358 newspapers, and annual revenue climbed from $5.4 million to $102.1 million.

Terms of Alton settlement surface

Among newspaper business issues discussed outside the Convention meeting rooms was the tentative settlement of the $9.2-million libel judgment against the Alton (Ill.) Telegraph. (See story, p. 28.) It was learned during the Convention that the Telegraph and plaintiff James C. Green agreed that the newspaper will pay $1.4 million, and Green will endorse a request that the court drop the judgment. Terms are subject to approval by the U.S. Bankruptcy Court.

Settlements also must be worked out with five other plaintiffs in the case.

Of the $1.4 million, the Telegraph will have to pay $400,000 out-of-pocket. Two insurance companies with which it carried libel coverage supplemental to a policy with Mutual Insurance Co. Ltd. of Bermuda each agreed to pay $500,000. Mutual agreed to pay $200,000 in legal fees.

From 'Seed to Read' concludes busy week

The ANPA-sponsored International Kenaf Conference, held in San Francisco the day after the Convention, attracted 110 participants from nine nations.

Experts discussed experiences in growing and harvesting the fibrous plant, in producing pulp and newsprint from it, and in using that newsprint on newspaper presses [presstime, April 1982, p. 56].

Speakers said problems remain in several areas. Among the most prominently mentioned were harvesting kenaf and its handling by mills designed for wood chips. But the consensus continued to be that kenaf can be a viable source of fiber for the manufacture of newsprint.

Cassette tapes available

Cassette recordings are available of all 19 sessions of the 96th Annual ANPA Convention plus the International Kenaf Conference. Cost for a set of all 20 sessions is $176; individual tapes are $7. There is a $1.50 mailing charge per order. Sessions that last less than 90 minutes are on two tapes costing $12.

For more information or to order, contact McCune Audio Visual, 951 Howard St., San Francisco, Calif. 94103; (415) 777-2700.

Convention speeches available

Single copies of the following ANPA Convention Week speeches are available from the Public Affairs Department at The Newspaper Center:

Monday, April 26

ANPA Keynote Breakfast and General Session

- **Keynote address by ANPA Chairman and President Katharine Graham,** chairman of the board, The Washington Post Co.
- **Remarks of Thomas P. "Tip" O'Neill Jr.,** Speaker of the U.S. House of Representatives.

Associated Press Luncheon

- **Remarks of Donald T. Regan,** Secretary of the Treasury.

ANPA General Session, "Successful Newspapering in the 1980s: What Kind of Editing Works"

- **Remarks of James K. Batten,** president, Knight-Ridder Newspapers Inc.
- **Remarks of Ruth Clark,** senior vice president, Yankelovich, Skelly and White Inc.
- **Remarks of Kurt M. Luedtke,** author of the screenplay for the movie "Absence of Malice."
- **Remarks of David Lawrence Jr.,** executive editor, Detroit Free Press.
- **Remarks of Robert C. Maynard,** editor and publisher, Oakland Tribune.

Tuesday, April 27

"Marketing Newspapers Today and Tomorrow"—Newspaper Advertising Bureau

United Press International 75th Anniversary Luncheon

- **Remarks of Roderick W. Beaton,** president, UPI.
- **Remarks of Barry James,** UPI senior editor.

"Gunfight at the Dallas Corral"

- **Remarks of Kenneth P. Johnson,** executive vice president/editor, Dallas Times Herald.
- **Remarks of Burl Osborne,** vice president, executive editor, The Dallas Morning News.

"Electronic Publishing"

- **Remarks of Albert J. Gillen,** senior vice president, Knight-Ridder Newspapers Inc.

Wednesday, April 28

ANPA General Session, "Telecommunications"

- **Remarks of Charles L. Brown,** chairman of the board, AT&T.
- **Remarks of Robert G. Marbut,** president and chief executive officer, Harte-Hanks Communications Inc.

ANPA Annual Luncheon

- **Remarks of Air Force Gen. David C. Jones,** chairman, Joint Chiefs of Staff.

ANPA General Session, "Human Side of Publishing"

- **Remarks of Mary E. Cunningham,** vice president-strategic planning and project development, Joseph E. Seagram & Sons Inc.

Government/legal roundup

(Editor's note: This compilation of government and legal issues affecting newspapers is prepared four times a year by the ANPA Government Affairs and Legal departments. The last one appeared in the February 1982 edition of presstime.*)*

Press freedom

Freedom of information: The Senate Judiciary Committee in early May is expected to consider S 1730, the "Freedom of Information Reform Act" [presstime, April 1982, p. 12]. Continuing negotiations with Sen. Hatch (R-Utah), the bill's sponsor, have led to some improvements. (See story, p. 36.) The U.S. Supreme Court March 31 held oral arguments in *State Department v. Washington Post.* The case involves an FOI request for the State Department's U.S.-citizenship records on two Iranian government officials. (See story, p. 28.)

Executive order on classification: President Reagan April 2 signed a new executive order that allows broader classification of sensitive information. The order replaces one implemented in 1978 by President Carter. (See story, p. 36.)

Intelligence identities: The Senate March 18 passed the "Intelligence Identities Protection Act," S 391, by a 90-6 vote. A conference will be held, probably in mid-May, to resolve minor differences between this bill and an earlier-approved House version, which also was opposed by the press [presstime, April 1982, p. 14].

Criminal code: A Senate vote on the criminal code reform bill, S 1630, tentatively was scheduled for the last week of April. Press aspects are much improved over versions in previous Congresses, but the current bill still omits an affirmative press protection against contempt conviction if a court's order is later found invalid under the First Amendment. In the House, at least eight more days of hearings are planned [presstime, April 1982, p. 13].

Open courts: ANPA April 23 joined other press groups in urging the U.S. Supreme Court to review *Federated Publications v. Swedberg,* a case that may affect voluntary press/bar guidelines in some 30 states [presstime, April 1982, p. 16]. The high court March 29 heard oral argument in *Globe Newspaper Co. v. Superior Court* in which The Boston Globe is challenging a Massachusetts ruling that trial judges may bar the press and public from trials on charges of child rape. (See story, p. 28.) A reporter for the Bangor (Maine) Daily News has pleaded not guilty to a charge of violating a Canadian court order prohibiting publication of pretrial testimony in a murder case. (See story, p. 29.)

Libel: The Alton (Ill.) Telegraph tentatively reached an out-of-court settlement with the building contractor who had won a $9.2-million libel judgment against the newspaper. (See story, p. 28.)

Telecommunications

Legislation: The full House Energy and Commerce Committee is expected later this month to consider HR 5158, the "Telecommunications Act of 1982," which was approved March 25 by a 15-0 vote of its Subcommittee on Telecommunications.

AT&T settlement: ANPA filed comments April 20 with the Justice Department for consideration in reviewing the proposed settlement between the Justice Department and AT&T of the government's 1974 antitrust suit. Following the public-comment period, U.S. District Court Judge Greene will either reject the decree, enter it, or recommend modifications to the two parties.

(For details on these two items, see story, p. 31.)

Computer II appeal: ANPA was among 10 parties participating in oral argument at the U.S. Court of Appeals, District of Columbia Circuit, March 22. ANPA stressed that the Federal Communications Commission ignored the serious adverse effects its decision will have on embryonic electronic publishing services [presstime, April 1982, p. 24].

Low-power television: The FCC March 4 authorized low-power television service and adopted only minimal regulations for this new medium [presstime, April 1982, p. 25].

Cable ownership: The ANPA Government Affairs Committee, at its March meeting, recommended ANPA oppose ownership of cable systems by government entities, including municipalities. Some 30 cities own their own cable systems. The Senate Communications Subcommittee was scheduled to begin hearings April 26 on S 2172, the first comprehensive cable television bill ever considered by Congress [presstime, April 1982, p. 25].

Business

Broadcast license renewal: The Senate March 31 passed S 1629, the "Broadcast Deregulation Act," which requires the Federal Communications Commission to renew broadcasting licenses if the licensee is found to have operated its station free of "serious violations" of the federal Communications Act and, in the case of a television licensee, to have substantially met community needs. (See story, p. 35.)

Advertising

Cigarettes: A vote by the House Subcommittee on Health and the Environment is expected in May on HR 5653, the "Comprehensive Smoking Prevention Education Act," which would require several more specific warnings on smoking hazards to be rotated on cigarette packaging and in advertising. Similar legislation is progressing in the Senate [presstime, April 1982, p. 14]. ANPA April 19 filed comments with the House committee and is preparing comments for the Senate. (See story, p. 36.)

Volume discounts: The Federal Trade Commission's Los Angeles office has made its recommendation on whether to dismiss the tentative consent agreement with The Times Mirror Co. The recommendation is being reviewed by the FTC's Bureau of Competition and then will be ruled upon by commissioners [presstime, April 1982, p. 18].

Professionals: The U.S. Supreme Court March 23 let stand a lower-court decision affirming the FTC's finding that the American Medical Association had restricted price-service advertising. The American Dental Association also had agreed to be bound by the decision [presstime, April 1982, p. 18]. The Supreme Court Jan. 25 ruled that lawyers' advertising may not be restricted as long as it is not "misleading" [presstime, March 1982, p. 16].

Federal Trade Commission legislation: FTC Chairman Miller March 18 urged Congress to limit the commission's authority to deal with "unfair" and "deceptive" advertising and other trade practices [presstime, April 1982, p. 18].

Employee relations

National Labor Relations Board: ANPA Feb. 12 filed a request before the National Labor Relations Board for permission to intervene as an *amicus curiae* in a case involving Phoenix Newspapers Inc., The Newspaper Guild, and New Times Inc. ANPA plans to take no position on the merits but seeks to avoid adoption of a *per se* rule that would bar publisher lawsuits in response to certain labor charges [presstime, March 1982, p. 48].

Newspaper distribution: The House Select Revenue Measures Subcommittee is expected to conduct hearings this month on legislation to define independent contractors for tax withholding purposes. The Senate Subcommittee on IRS Oversight was scheduled to hold a hearing in late April on similar legislation. A congressional moratorium on the issue expires June 30 [presstime, April 1982, p. 14].

Pension plans: The Senate Labor and Human Resources Committee March 18 concluded hearings on S 1748, a bill to exempt many employers from the provisions of the "Multi-employer Pension Plan Amendments Act of 1980" [presstime, Dec. 1981, p. 11].

Hearing conservation: Hearings on stayed portions of OSHA's hearing conservation amendment [presstime, Oct. 1981, p. 12] were conducted during the week of March 23. The agency heard testimony from more than 52 witnesses from labor, management and the health profession in an effort to determine whether remaining portions of the hearing conservation rules—most of which were put in force in 1981—should take effect, be modified or be dropped.

Postal

Second-class requirements: The U.S. Postal Service Board of Governors March 2 voted to continue the "paid" and "requester" requirements for regular-rate, second-class publications [presstime, April 1982, p. 15].

Oversight hearings: ANPA and the National Newspaper Association April 15 filed comments on the effectiveness of the Postal Reorganization Act of 1970 with the House Subcommittees on Postal Personnel and Modernization and Postal Operations and Services. (See story, p. 30.)

Funding: President Reagan's fiscal 1983 budget calls for elimination of the public-service postal subsidies and a $114-million reduction in the "revenue foregone" appropriation [presstime, March 1982, p. 15]. The cuts would mean further increases in rates for preferred mailers. Meanwhile, the U.S. Supreme Court April 19 agreed to hear an appeal of postal ratemaking philosophy that all classes of mail should bear attributed costs. The decision could influence future second-class rates.

Taxes

Tax on newsprint: The Minneapolis Star and Tribune Co. April 2 filed with the U.S. Supeme Court its appeal of a Minnesota Supreme Court decision upholding that state's use tax on purchases of newsprint and ink exceeding $100,000 annually. (See story, p. 28.)

International

UNESCO: Director-General M'Bow will choose a director for UNESCO's International Program for the Development of Communications from a list of names agreed upon by its governing council at its January meeting in Acapulco. The council approved $910,000 in 1982 funding for 15 mostly regional projects [presstime, March 1982, p. 21].

Press rates: The FCC March 4 denied a 1979 World Press Freedom Committee request for an inquiry into lower international press rates. FCC said WPFC has not shown press services to be so materially different as to merit special rates. Meanwhile, a proposal by UNESCO's Working Group on International Telecommunications Tariffs continues to receive attention in other countries [presstime, March 1982, p. 18]. ☐

Tentative pact would settle $9.2-million Alton libel case

The Alton (Ill.) Telegraph tentatively agreed to a settlement that would nullify a $9.2-million libel judgment against the newspaper.

Under the agreement announced April 13, the Telegraph would pay plaintiff James C. Green an undisclosed amount of money, and Green in return would agree to the court's vacating the judgment.

Terms of the settlement were subject to approval by the U.S. Bankruptcy Court in East St. Louis, Ill., according to Telegraph attorney David P. Sanders of Chicago. A hearing was scheduled for late April.

Sanders said the agreement would leave the newspaper solvent, and the present ownership structure would stay intact.

Stephen A. Cousley, editor and assistant to the publisher, said the tentative settlement is "not a clear-cut win or loss" for the newspaper, but it will "preserve the newspaper and its ability to do its job."

He also said Telegraph reporters "will continue to do a careful job to verify stories before publication. That's what the reporters were trying to do in this case."

The two reporters involved, Joseph Melosi and William Lhotka, had sent the U.S. Justice Department a memo in 1969 in an effort to verify certain information. The memo was never published, and the newspaper argued that it was protected by an "absolute privilege" under Illinois law for communications with law enforcement officials.

Plaintiff Green, a building contractor, claimed the memo wrongly linked him to organized crime and caused him to lose credit, some apartment complexes he owned and other projects.

The Cousley family has owned a majority share of the 37,557-circulation evening daily since 1889. The McAdams family has held a minority interest since the turn of the century.

The two families' ownership was in danger because of bankruptcy proceedings they were forced to initiate in order to proceed with an appeal of the June 1980 judgment. Because of the size of the judgment, they were unable to post a state-required bond to proceed with an appeal to the Appellate Court of Illinois.

The families asked the U.S. Bankruptcy Court to let them keep ownership of the newspaper pending their appeal. Green, meantime, asked the Bankruptcy Court to give him ownership and control [presstime, April 1982, p. 16]. The agreement to settle came before the court decided those motions.

Also prior to the tentative settlement, Green had asked the Appellate Court to dismiss the Telegraph's appeal, and the court granted his motion. Appeals Judge Charles E. Jones said that when the Telegraph filed for bankruptcy, it in effect sidetracked its state-court appeal. Jones said the Bankruptcy Court had the necessary jurisdiction to decide the libel appeal.

ALTON
TELEGRAPH

Los Angeles Times

Editor Cousley and his father, Publisher Paul S. Cousley, will retain control.

Supreme Court urged to overturn use tax; oral arguments heard in two press cases

ANPA has urged the U.S. Supreme Court to declare unconstitutional a state tax on publications' purchases of newsprint and ink.

In a friend-of-the-court brief, the Association asked the court to overturn a Minnesota Supreme Court ruling last December upholding that state's 5-percent use tax on publications' annual newsprint and ink purchases in excess of $100,000 [presstime, Feb. 1982, p. 17].

"The decision of the Minnesota Supreme Court is a radical departure from the simple, yet irrefutable principle governing taxation of newspapers. That rule . . . holds that the press shall bear no greater tax burden than that imposed upon any other enterprise as an ordinary incidence of doing business," ANPA said.

The brief was filed on behalf of the Minneapolis Star and Tribune Co. in *Minneapolis Star and Tribune Co. v. Minnesota Commissioner of Revenue.*

In late March, the U.S. Supreme Court heard arguments in two other press cases, one involving a closed-courtroom issue and the other a dispute over rights under the federal Freedom of Information Act.

The Boston Globe argued March 29 in *Globe Newspaper Co. v. Superior Court of Norfolk County* that it is unconstitutional for a state law to require courtroom closure during testimony of a sex-crime victim who is a minor.

The Washington Post argued March 31 in *U.S. Department of State v. Washington Post. Co.* that it should be allowed access to documents showing whether two prominent Iranians actually are U.S. citizens.

ANPA filed friend-of-the-court briefs in both cases [presstime, Dec. 1981, p. 14].

Georgia paper drops suit against investigators

The Albany (Ga.) Herald has dropped its lawsuit against the Georgia Bureau of Investigation. The newspaper had alleged that the bureau wrongfully searched the home of reporter Charles Postell, whom the GBI suspected of trying to aid a prison escape [presstime, Dec. 1980, p. 14].

Editor and Publisher James H. Gray Sr. said he still thinks the merits of the case are worthy, but he cited "personal" reasons on the part of Postell for dismissing the suit.

Court briefs

U.S. District Court Judge Robert P. Aguilar April 7 formally closed the docket on the legal challenge to the San Francisco Examiner's and San Francisco Chronicle's **joint operating agreement**.

Plaintiffs in the antitrust case said they would not proceed with an appeal of a jury's decision last summer in favor of the newspapers [presstime, July 1981, p. 23].

Meanwhile, The Honolulu Star-Bulletin and The Honolulu Advertiser will go to court July 6 for a trial in which the city and county of Honolulu challenge the newspapers' joint operating agreement [presstime, Nov. 1981, p. 15]. The trial is expected to last four to six weeks.

• • •

The Rhode Island Supreme Court has ruled that a state Family Court judge **improperly barred The Newport Daily News from a hearing** for a 14-year-old youth because the newspaper published the youth's name.

It also struck down the judge's order that the Daily News be denied admittance to future hearings unless the newspaper agreed to refrain from printing names of juveniles charged with criminal conduct. Such an order is "impermissibly overbroad, as well as an unconstitutional prior restraint on the press," the higher court said April 13.

If a juvenile defendant's name is learned from "non-judicial" sources, the trial judge "shall permit" the media to publish names and allow reporters to attend Family Court proceedings, the Supreme Court said.

But the court added that if it can be established that a newspaper learned the identity from judicial sources or as a result of attending Family Court proceedings, the judge may order the media not to publish the name or the judge may order the media barred from the proceedings.

• • •

Voluntary guidelines are the subject of another controversial case that press groups are petitioning the U.S. Supreme Court to hear. It is *Federated Publications v. Swedberg*, in which the Washington Supreme Court upheld a trial judge's decision requiring the press to abide by "voluntary" bench-bar-press guidelines [presstime, April 1982, p. 16].

ANPA and six other parties in friend-of-the-court briefs April 23 urged the court to hear the case because if not overturned it will "encourage courts to transform voluntary press guidelines into mandatory prior restraints on the press." The media will be unable to continue participation in efforts to develop guidelines "if those efforts are permitted to become a tool for government control of the press," they said.

• • •

Bangor (Maine) Daily News reporter Beurmond J. Banville April 8 pleaded not guilty to violating the Canadian Criminal Code by publishing a story based on Canadian criminal courtroom proceedings. The presiding judge had **prohibited any reporting on the hearing** [presstime, April 1982, p. 17].

Trial was set for June 15 in New Brunswick Provincial Court.

• • •

A District of Columbia Superior Court judge has dismissed an $8.8-million lawsuit against The Washington Post over its publication of a story that turned out to be a fabrication.

D.C. Board of Education member R. Calvin Lockridge sought damages to compensate for alleged harassment and abuse in connection with the futile search for "Jimmy," who the Post had reported was an 8-year-old heroin addict [presstime, May 1981, p. 24]. Lockridge and other plaintiffs also asked for damages to reimburse the D.C. government for expenses incurred in the search.

• • •

The San Jose (Calif.) Mercury-News planned to appeal a Superior Court judge's decision that, despite California's constitutionally provided "shield" for journalists [presstime, July 1980, p. 27], a reporter **cannot refuse to testify** about confidential information learned about a murder case.

Judge Bruce F. Allen said April 8 that because reporter Glenn Bunting testified at a closed, preliminary hearing about material previously published, he had waived his right not to testify about other, confidential information.

Only 4 may decide LA Times ad case

The withdrawal of the nomination of F. Keith Adkinson to the Federal Trade Commission means only four members may be in office when the commission reviews the tentative consent agreement with the Los Angeles Times, and that could work to the advantage of newspapers.

The agreement, limiting discounts the newspaper can give its volume retail advertisers, is opposed by the Times and the newspaper business generally [presstime, April 1982, p. 18].

If only four commissioners are aboard, at least three of them would have to approve the agreement for it to be accepted and issued as a final order. A 2-2 vote by the normally five-member commission would mean that the agreement would not take effect.

The agreement was accepted tentatively on a 3-1 vote last September. Subsequently, one of the members who had voted for acceptance left the commission. Of the commissioners still sitting, David A. Clanton voted against the agreement while Patricia P. Bailey and Michael Pertschuk voted to accept it.

FTC Chairman James C. Miller III, who was not sworn in until a week after the September vote, is generally viewed as a supporter of minimal government involvement in the marketplace.

Atkinson's controversial nomination to a Democratic slot was withdrawn at his request March 29.

Baltimore study finds no VDT link to cataracts

Preliminary findings from a major study of the possible effects of VDTs on the eyes of people who use them show no difference in the occurrence of cataracts between VDT users and nonusers.

The full report on the study is expected to be made public by the end of this month, according to Dr. Shiro Tanaka, a medical officer with the National Institute for Occupational Safety and Health which conducted the study.

The study was made last year at The Sun of Baltimore at the request of the Baltimore-Washington Newspaper Guild.

Phony ads aim to find victims of mail fraud

By C. David Rambo
presstime staff writer

Three dozen newspapers in Pennsylvania, West Virginia and New York have cooperated with a U.S. Postal Service scheme to warn potential victims of fraudulent classified ads.

But at least 13 other newspapers refused to go along with the plan, which centered on publishing phony classifieds in an effort to identify people likely to respond to get-rich-quick and improve-yourself offers.

By late April, the Postal Service had gotten responses from about 250 newspaper readers lured by the prospects of making $750 at home or slimming down through a "European reducing formula." Most were interested in the business venture.

"I'm amazed," said Kacy R. McClelland, postal inspector in charge of the project. "I knew there was a market out there, but I didn't know how big."

He said he expected little or no response from readers because the bogus-ad scheme had generated so much controversy and resultant publicity.

People who respond to the ads receive a letter from the Postal Service saying, "Since you answered the newspaper advertisement we recently ran, it is quite possible that you could be a victim" of mail fraud. USPS also offers tips on "'warning signs' you should look for before parting with your hard-earned dollars."

Blanche Leahy, editor of the weekly Hancock (N.Y.) Herald, said her paper published the ads because it has gotten a lot of orders for fraudulent advertising. "I realize it's a trap, but it's for the good of everybody," she said. "It's about time they (the Postal Service) did something."

F.R. Palavido, editor and publisher of the Randolph Enterprise-Review of Elkins, W.Va., which also ran the ads, commented: "I believe in the purpose of it. There are too many of those con artists."

Meanwhile, newspapers refusing to take part in the USPS plan to "stamp out mail fraud" cited several reasons for doing so.

"You don't run something that you know is misleading," said Pittsburgh Post-Gazette Editor John G. Craig Jr. Moreover, newspapers should be "very careful about doing anything in cooperation with the government," he asserted.

The classified advertising manager for another newspaper that turned down the ads, The Intelligencer and News-Register of Wheeling, W.Va., put it this way: "They are the kind of advertisements we wouldn't run anyway. We wouldn't run them for anybody," said John Ford.

The Postal Service's McClelland said about $60 million was lost through mail-order fraud last year.

The crime is one of particular concern to the newspaper business, which is experiencing what ANPA/Credit bureau Inc. Vice President James Ralph has called "an epidemic" of it [presstime, Oct. 1981, p. 35].

Spokesman Louis A. Eberhardt Jr. said from USPS headquarters in Washington, D.C., that the Postal Service for the past two years has conducted a similar program in various parts of the country, particularly the Los Angeles area. Last year 78 newspapers participated, he claimed.

"It's all done in the name of education," he explained. "We feel if we can warn people, they don't become victims."

And McClelland noted that the placing of bogus ads is just one aspect of USPS enforcement efforts. In another program, USPS officials respond to questionable ads and make a test purchase to ascertain whether a product is provided as advertised, he said. ☐

Additional postal improvements urged

The Postal Reorganization Act of 1970 has led to "major improvements" in postal operations and "fair" rate-setting, but further improvements are needed, two newspaper organizations told Congress.

ANPA and the National Newspaper Association said that rate-making hearings, for example, should be changed from "quasi-judicial" to "legislative-type" proceedings. This would "preserve fairness and informed decision-making" while cutting down on time and expense.

Their comments were submitted to two House Postal Committee subcommittees—Operations and Services, and Personnel and Modernization—conducting hearings on the effectiveness of the 1970 act.

ANPA and NNA warned that drastic cuts in revenue foregone appropriations—as contained in the fiscal 1982 budget—ultimately will hurt the public in terms of higher subscription rates for publications mailed second-class [presstime, Feb. 1982, p. 15]. Revenue foregone money subsidizes second-class mailings within the county of publication and those of less than 5,000 copies outside the county.

As for cuts in the "public service" subsidy, the newspaper associations said the future is in doubt for services it supports—including six-day delivery. Postmaster General William F. Bolger has said he can continue current levels of service based on this year's subsidy, the groups noted. But he is not a "magician," they said. "It would appear that it will take more than one rabbit in the hat to continue the levels of service as we know them today given the reductions in monies which await us tomorrow."

ANPA and NNA also reiterated their concerns that USPS is "blurring" the historical distinction of second-class mail as a vehicle for delivering timely information. They cited the merging of the former "controlled circulation" category with second-class.

'Marriage mail' seminar slated May 25 in Dallas

Registration is still open for the ANPA/Newspaper Advertising Bureau seminar on "Newspapers and Marriage Mail" to be held May 25 at the Amfac Hotel and Resort, Dallas/Fort Worth Airport.

Topics will include a history of marriage or "shared" mail [presstime, Oct. 1981, p. 14], an examination of U.S. Postal Service regulations, an overview of advertiser needs and ways newspapers can offer marriage mail services.

Seminar fee is $225 for executives of newspapers belonging to ANPA or NAB, and $275 for non-members. To register, contact Stephen E. Palmedo, The Newspaper Center, Reston, Va. ☐

HR 5158 vote likely this month; ANPA raps settlement terms

By C. David Rambo
presstime staff writer

The House Energy and Commerce Committee this month is expected to vote on HR 5158, the "Communications Act of 1982," whose provisions to ensure competition in the telecommunications arena are strongly supported by ANPA.

Richard E. Wiley, communications counsel for ANPA, said he thinks the full committee will approve HR 5158 and send it to the House for a vote that could come in late summer.

Under that scenario, Wiley said, the legislation could go to House-Senate conferees in early fall to resolve differences between HR 5158 and an earlier Senate-passed version, S 898.

Congressmen have been flooded with thousands of letters about the bill, principally negative ones from AT&T shareholders, employees and retirees.

But whether the bill ultimately will pass the Congress in this election year is at best "a close call," Wiley added in remarks during the ANPA Telecommunications Committee's April 14-16 meeting in Washington, D.C. (See story, p. 34.)

Wiley also did some crystal ball-gazing regarding another important telecommunications deregulation matter—the proposed antitrust settlement between the Justice Department and AT&T. He predicted it will be "close to the end of the year" before U.S. District Court Judge Harold H. Greene acts on the matter.

ANPA April 20 filed comments with the Justice Department that constituted the Association's most comprehensive statement on the issue to date. (See summaries of HR 5158, the proposed settlement and ANPA comments, pp. 32-33.)

ANPA comments on the settlement included:

- "National" AT&T—the Bell entity that, under the settlement, would remain after AT&T spins off its local operating companies—should not be allowed to provide electronic information services until effective marketplace competition develops.

With a virtual monopoly in the long-distance field, AT&T would have both the incentive and opportunity to exploit that position. For example, it could discriminate from a price and service standpoint and could cross-subsidize its electronic publishing business with revenues from other parts of the business.

- Language in the proposed settlement, which prohibits local operating companies from offering information services over their own networks, should be strengthened. The language also should make clear that local operating companies would not be allowed to share in equity or revenues from joint agreements.
- The definition of directory services should be clarified to mean only white pages and conventional directory information services.

Greene may either accept or reject the proposal. Although he does not have power to make changes, he is described by observers as a "very effective jurist" who may be able to persuade parties to make modifications.

But most attention to telecommunications matters today focuses on HR 5158 and the Congress, thanks mainly to a massive $2-million lobbying blitz against the bill launched by AT&T immediately after the House Telecommunications Subcommittee approved the legislation March 25 by a 15-0 vote [presstime, April 1982, p. 23].

Congressmen have been flooded with thousands of letters about the bill, principally negative ones from shareholders, employees and retirees of AT&T. Ma Bell's stated goal is to stop congressional action on telecommunications legislation until after Greene acts on the consent decree.

If the bill were to be enacted prematurely, AT&T claimed in a flurry of newspaper ads, "the restructuring and divestiture of the Bell System would be chaotic. . . . a great many people could be hurt: shareowners, employees and customers."

Some observers warn that congressmen who believe in HR 5158 on its merits may vote against it because of such pressure in an election year.

However, a spokeswoman for the House Telecommunications Subcommittee said that legislators "are not rushing to sign on with AT&T because of this great mass of mail." Roberta Weiner said that the letter-writing campaign has spurred interest in the legislation, and that many other congressmen have asked subcommittee Chairman Timothy E. Wirth (D-Colo.) for more information about his bill. "If anything, it has helped to focus" on it, Weiner added.

Although ANPA has not mounted a campaign similar to that of AT&T, Telecommunications Committee Chairman Robert G. Marbut told his committee in Washington, "I think the time is now to communicate with our legislators on the Hill."

Chairman Robert G. Marbut told the Telecommunications Committee: "I think the time is now to communicate with our legislators on the Hill."

ANPA supports provisions of HR 5158 designed to ensure Association goals of fostering "full and fair competition" and "diversity of information services," explained Marbut. The Association backs elements of the bill that would prohibit AT&T and local operating companies from engaging in electronic publishing. They are among the restrictions AT&T strongly opposes.

One important supporter of HR 5158 is the ranking Republican on the Energy and Commerce Committee, Rep. James T. Broyhill (R-N.C.). He wrote fellow committee Republicans that the bill "is written in a manner that assumes the desirability of a competitive industry accompanied by decreasing government regulation as competition develops." Current law "assumes the desirability of maintaining telecommunications monopolies under government regulation," Broyhill said. □

Who's doing what in the public policy arena

(Editor's note: Although telecommunications policy proposals before the Federal Communications Commission, the courts and the Congress may seem like a mishmash, there is a common thread: They all deal with AT&T's entry into unregulated markets. Following is a brief description prepared by ANPA Legislative Counsel Douglas R. Watts of the more important elements of these proposals.)

The **FCC's Computer II** rules are the current law in the area. They allow AT&T to provide unregulated services, including electronic information services, if offered through a separate subsidiary. There is a series of safeguards in the rules designed to prevent cross-subsidies with Bell's regulated services, but ANPA and others view these provisions largely as inadequate. The rules have been appealed in the U.S. Court of Appeals, District of Columbia Circuit. Arguments by ANPA and others were heard March 22.

The **Senate passed common-carrier legislation** Oct. 7, 1981. S 898 follows the approach of Computer II, but separation safeguards between the Bell subsidiary and the rest of the company are stricter.

The bill also prohibits AT&T from providing an electronic information service over its local monopoly facilities.

The U.S. Justice Department and AT&T Jan. 8 announced a **proposed settlement of the government's 1974 antitrust suit** against AT&T. Under what would be a new consent decree, AT&T agreed to spin off its local exchange operations, but it would keep Bell Labs, Western Electric and all intercity business—and be freed of restraints of a 1956 antitrust consent decree. For example, it could become an electronic publisher.

Bell's local exchange operations—which under the settlement would be known as "Basic Operating Companies," or BOCs—could provide only local service and origination/termination of long-distance calls. They could not become electronic publishers.

The settlement proposal currently is before U.S. District Court Judge Harold H. Greene, who must decide whether the plan is in the public interest. He may either accept or reject the settlement package. ANPA filed comments April 20.

Legislation is moving through the House of Representatives. HR 5158 is designed to supplement terms of the proposed settlement.

Summary of ANPA comments on antitrust settlement

Although it supports some of the terms, ANPA does not believe the proposed settlement, as a whole, is in the public interest. There are many deficiencies that could allow AT&T and the BOCs to engage in anticompetitive behavior.

Provisions relating to AT&T

- AT&T should be prohibited from providing electronic information services over its intercity networks. If not, AT&T would have both the opportunity and incentive to discriminate against competitors by exploiting its monopoly position and revenues.

That is because AT&T controls more than 95 percent of the intercity market—a de facto monopoly. Electronic publishers will have to use AT&T's intercity network until effective competition develops.

- Discrimination could take several forms. Price discrimination could occur because some network services essential to electronic publishing are unregulated under Computer II. Access discrimination could result if competing electronic publishers were given access only to technologically inferior services. And AT&T engineering designs could inherently favor the company's own services.
- A related problem could be the misuse of monopoly revenues from AT&T's Long Lines (long distance service). The company could sell electronic information services at an unfairly low price and preclude competition.

Provisions relating to the Basic Operating Companies

- ANPA supports the prohibition on BOCs' providing electronic information services over their own facilities but believes settlement language must be strengthened.
- BOCs should not be allowed to enter electronic publishing through joint ventures in which they could share equity or revenue.

Assistant Attorney General William F. Baxter, who negotiated settlement

- The settlement should clarify that the only "directory services" a BOC may offer are white-pages listings and conventional "411" information services.
- BOCs should not be allowed to sell on an exclusive basis subscriber listings upon which Yellow Pages directories will be based. Those listings should be available to all, based on nondiscriminatory rates, terms and conditions.
- Prohibitions should be extended to the two local operating companies not included in the proposed settlement: Cincinnati Bell and Southern New England Telephone Co.
- Billing, call number information and other services for support of electronic publishing should be available on a nondiscriminatory basis.

Other provisions

- The court should oversee implementation of the consent decree. Private parties such as ANPA should be permitted to go to court to seek enforcement of the decree—not just the Justice Department as current law would provide.
- Public comment should be solicited again after AT&T submits a reorganization plan.

Analysis of the diversity provisions of HR 5158

The bill would:

- Prohibit AT&T from publishing information over any facilities it owns or uses to offer common carrier service, such as Long Lines, until such time as effective competition for transmission services emerges
- Prohibit the divested BOCs from publishing information over their own monopoly facilities. The provision differs from the proposed settlement on two points. First, it would allow a local company to offer an information publishing service if the FCC first determined there were adequate alternatives to the exchange facilities of that company. Second, the prohibition would be extended to Southern New England Telephone Co. and Cincinnati Bell.
- Require all telephone companies to provide electronic publishers nondiscriminatory access to their telecommunications networks. Nondiscriminatory access also would be mandatory for any computer-storage facilities and related services that AT&T, the divested BOCs, GTE, Continental or United telephone companies might provide.
- Allow any telephone company to offer an information-publishing service over any facility it owns subject to the other restrictions of the bill
- Require telephone company information services—except directory listings or assistance—to operate in the marketplace without guaranteed prices, rates of return or other benefits accorded regular telephone services by regulatory agencies.
- Prohibit any telephone-company, information-publishing service from including in its pricing structure the revenues from the exchange service associated with transmitting the publishing service
- Allow AT&T and the divested companies to provide directory listings or assistance, weather or time information, or any audio, Dial-It-type service of a type offered in the same exchange area as of Jan. 1, 1982
- Allow AT&T and the divested companies to provide "electronic directory information" including name, address, telephone number of subscribers, indexed by general business and product categories, or distributors and dealers under such categories.

This information may not include specific product or service information, prices for products or services, or advertising. There are no restrictions against any form of print publishing. Nor are there restrictions against AT&T's providing any kind of information service over any other companies' facilities.

- Extend all provisions in the diversity section of the bill to telephone-company joint ventures or arrangements

General provisions of HR 5158

Non-controversial provisions

- The FCC would be given authority to refrain from regulation where competition exists. Current law requires the FCC to regulate, even where it serves no useful purposes.
- Uniform access charges would replace existing mechanisms through which long-distance telephone companies pay local firms for use of their systems.
- Long-distance companies would contribute to a "National Telecommunications Fund" intended to help keep rural telephone rates near the national average.

Provisions relating to AT&T

- AT&T's long-distance services, which still would be regulated, would have to be provided through a subsidiary. This affiliate would be required to deal with the rest of AT&T under restrictions similar to those found in S 898 and Computer II. The difference is that S 898 and the FCC rules—both written before the proposed settlement was announced—would require AT&T to offer unregulated services and products through a separate subsidiary.
- The unregulated portions of AT&T would be prohibited from owning transmission facilities, just as under the FCC rules. Rather, they would have to lease transmission capacity from AT&T's regulated subsidiary (Long Lines) or from another carrier. The purpose of this provision is to eliminate the risk that AT&T would allow service on its regulated network to deteriorate to push business toward an unregulated network.
- AT&T must originate and terminate all intercity calls through the facilities of a local telephone company. AT&T could not build new, local facilities to "cream-skim" or bypass the local loop.
- Most of the restrictions on AT&T could be removed by the FCC when effective competition to AT&T's intercity network emerges.

Rep. Timothy E. Wirth, author of HR 5158

Provisions relating to BOCs

- To ensure the economic viability of the BOCs and to help offset rate increases caused by divestiture, the local companies would be allowed to continue publishing *printed* Yellow Pages. They also would be allowed to provide *electronic* Yellow Pages and other information services if the FCC finds that effective competition exists for their local telephone network.
- BOCs could sell telephones and other equipment five years after the bill's enactment.
- In the divestiture, installed customer equipment, inside wiring and pay telephones would remain with the BOCs. ☐

Leased cable access, fairness doctrine among proposed ANPA study topics

The ANPA Telecommunications Committee has recommended that the ANPA Board of Directors form a task force to examine issues relating to newspapers' involvement in cable television.

The task force would study the question of mandatory leased access to cable channels. The Association so far has remained neutral on proposals that would require such access [presstime, April 1982, p. 20].

The pros and cons of mandatory leased access were debated at the meeting by two cable TV authorities: Henry Geller, director of the Washington Center for Public Policy Research and coauthor of a petition asking the Federal Communications Commission to require that a portion of large cable systems be set aside for leased access; and Robert Ross, a Washington, D.C., lawyer and former senior vice president for legal and government affairs for the National Cable Television Association.

Also discussed by the Committee during its April 14-16 meeting in Washington, D.C., was whether government entities should be allowed to own cable systems. The Committee generally opposed such ownership, as did the ANPA Government Affairs Committee at its March meeting.

Another public-policy issue identified for further study was whether the fairness doctrine and other broadcast content regulations should be repealed, as broadcasters, FCC Chairman Mark Fowler and others have proposed. There was general agreement, however, that a constitutional amendment as proposed by Sen. Bob Packwood (R-Ore.) is an inappropriate approach to the matter.

Also at the meeting:

- Reports on two videotex field trials were presented.

James H. Holly, executive vice president and general manager of Times Mirror Videotex Services, provided a detailed explanation of the experiment being conducted by The Times Mirror Co. in Southern California and demonstrated the system by long distance telephone link.

Gary L. Holland, vice president of Information Systems Marketing Inc., a consulting firm working with First Bank System of Minneapolis, described FBS Videotex and the experiment being conducted in North Dakota by the regional banking firm.

- A segment was devoted to reports of telecommunications activities by other press organizations.

Miriam Bush, associate editor of the Asbury Park (N.J.) Press, reported that the Associated Press Managing Editors Association's Telecommunications and Technology Committee will issue a report at the APME convention Nov. 9-12 in San Diego featuring a "shopper's guide" of cable hardware, dos and don'ts on updating newspaper front-end systems, information on videodiscs and the electronic camera, and a report on computerized libraries.

Charles M. Kinsolving Jr., vice president/marketing-planning of the Newspaper Advertising Bureau, said he is heading up a new NAB division called "Marketing/New Technology."

- Among others addressing the Committee were FCC Commissioner Mimi Weyforth Dawson, Chairman Mark Foster of Microband Corp. of America, and Vice Chairman Raymond M. Alden of United Telecommunications Inc. ☐

Above: Geller makes a point while his debate opponent, Ross, registers disapproval. Below: Holly demonstrates videotex technology for the Telecommunications Committee.

Telecommunications notes

United Press International and Dialcom Inc. have begun a new computerized information service called "**Newstrack**" designed for business and government users in the Washington, D.C., area.

It stores material from the UPI wires and provides presidential and congressional schedules, advisories to correspondents, and information about activities in state legislatures.

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The Senate March 31 passed the **"Broadcast Deregulation Act."**

It would encourage the development of new or additional broadcast services, codify Federal Communications Commission regulations substantially deregulating radio broadcasting [presstime, Feb. 1981, p. 17], and eliminate comparative renewal procedures for radio and television licensees.

S 1629 also would establish fees for FCC services and would authorize at least one VHF television station in each state. The latter provision is aimed at providing a television station in New Jersey, which currently has none.

Similar legislation is pending in the House Telecommunications Subcommittee.

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The House Judiciary Committee March 30 approved **cable TV copyright** legislation [presstime, Jan. 1982, p. 14]. The bill, HR 5949, must also be approved by the House Commerce Committee before it goes to the full House.

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Affiliated Publications Inc. and Knight-Ridder Newspapers Inc. finalized an agreement in late April that could lead to a joint venture to market the **Viewtron** videotex service in metropolitan Boston and eventually to all of Massachusetts, as well as Maine, New Hampshire and Vermont. Affiliated publishes The Boston Globe. The venture would be established if results of Viewtron's introduction into South Florida in mid-1983 are "sufficiently encouraging," the companies said [presstime, Dec. 1981, p. 20].

Staff artist Rhea Humphries uses a graphics computer to prepare a color satellite map for The Weather Channel, a Landmark Communications Inc. venture which begins operation this month. The 24-hours-a-day cable television service will be satellite-delivered and advertiser-supported, with up to 10 national and two local commercials every hour. In addition to traditional weather forecasts, the channel will offer weather news relating to travel, aviation, vacation, resort, ski, boating, international, agricultural, construction and sports, as well as a one-minute local teletext weather report every five minutes. Initially, systems with more than a million subscribers will be affiliates. The 120-member staff includes 52 meteorologists.

United phone ends 'Tele Ad' in Tennessee

A telephone company has suspended its direct-mail advertising service in Tennessee after a newspaper publisher complained about the practice [presstime, April 1982, p. 26].

Claiming "a substantial victory for the newspaper industry in Tennessee," Kingsport Times-News Publisher Frank Leeming has withdrawn his complaint to the Tennessee Public Service Commission about the service.

The commission had held a hearing on Leeming's complaint, and legal briefs requested by the commission had been submitted, when United Inter-Mountain Telephone Co. announced it was suspending the "Tele Ad" service in the state.

In a March 25 letter to the commission, United General Counsel James B. Wright said the company will not seek additional customers for the service in which paid advertisements are inserted into monthly telephone bills, but it will honor existing contractural agreements, the last of which expires in July.

Wright also said that if the company decides to reinstitute the service, it will advise the commission before doing so.

United spokesman Lloyd Karnes said he did not know the "variety of reasons" referred to by Wright for suspending the service. But he noted that in a United rate case being considered concurrently with publisher Leeming's protest, the commission had put a value on the Tele Ad service that exceeded the company's own revenue projections. A rate decision based on the commission's projections for Tele Ad could have resulted in a deficit for the company, Karnes said.

The Tele Ad service also is being offered in parts of Virginia and South Carolina where the company operates telephone systems, Karnes said. He was unaware of any protests by publishers in those states.

In South Carolina, the company is known as United Telephone Co. of the Carolinas. In Virginia, it goes by the name used in Tennessee.

Is open government era ending?

President Reagan's signing of a new executive order on the classification of government information has not ended the controversy about the directive that press groups say reverses a three-decade-long trend toward open government.

Rep. Glenn English (D-Okla.) scheduled a hearing on the matter for May 5 in the House Government Information and Individual Rights Subcommittee, which he chairs. Reagan administration representatives, who declined to appear at an earlier hearing on a draft of the order, are expected to testify.

The order as signed April 2 differs only slightly from the draft that ANPA and other press groups opposed at English's earlier hearing March 10 [presstime, April 1982, p. 12].

The draft had directed that in the case of reasonable doubt about whether to classify or about the appropriate level of classification, information automatically would be classified or classified at a higher level. The final order specifies that in such instances the information be safeguarded as classified or classified at the higher level until a determination is made within 30 days by an official designated as an "original classification authority."

The existing executive order on the matter is one issued by the Carter administration in 1978 stipulating that questions of reasonable doubt be resolved by not classifying or by classifying at the lower level. The Reagan order will replace the Carter order Aug. 2.

In the other two major areas of concern identified by ANPA, there was no change in the final order. It eliminates the existing balancing test between the public's interest in access and the potential damage to national security; and it eliminates specific time periods after which information is declassified.

Sen. David Durenburger (R-Minn.) said he will introduce legislation to require information withheld from persons making Freedom of Information Act or Privacy Act requests first be subjected to the balancing test. He also said he will seek to protect those acts from the effects of the deletion of a standard that had required proof of "identifiable damage" to national security before information could be classified.

He also said he may introduce a bill to make it clear that the government cannot compel a person to return information obtained under the FOI or privacy acts.

Charles R. Novitz, president of the Society of Professional Journalists, Sigma Delta Chi, said that organization will seek a meeting with Durenberger. He called for "bipartisan congressional support for legislation which will prevent the ushering in of a new decade of government secrecy."

The Reporters Committee for Freedom of the Press called the order "a major blow to public access to government information."

ANPA statement criticizes proposal on cigarette ads

Legislation to expand the health warning required in cigarette advertising "raises certain First Amendment issues which Congress should carefully consider," ANPA has told a House subcommittee.

"The principal concern of ANPA . . . is the proposed resort to government regulation of speech as a means of regulating a product which, for whatever reason, the government chooses not to regulate directly," the Association said.

The written comments were submitted April 19 to the Subcommittee on Health and Environment of the Energy and Commerce Committee, which held three days of hearings on the legislation in March.

HR 5653 would replace the current warning message required for cigarette advertising with seven different messages to appear on a rotating basis under a system to be established by the Federal Trade Commission. It is the latest version of legislation introduced earlier this year that would have required rotating six warnings [presstime, April 1982, p. 14].

Meanwhile, in the Senate, the Committee on Commerce, Science and Transportation will hold a hearing May 10 on similar legislation, S 1929, which would require rotation of five different warnings. The Senate Labor and Human Resources Committee held a hearing in March.

Legislative notes

The chairman of the Senate Commerce Committee has called for a constitutional amendment to guarantee **freedom of expression for electronic media** [presstime, April 1982, p. 28].

Although Sen. Bob Packwood (R-Ore.) said he supports simple repeal of broadcast content regulations, he told the annual convention of the National Association of Broadcasters "there is no foolproof safe haven for our liberties save the Constitution itself."

His staff said it could be six months before the language of the proposed amendment is drafted because Packwood wants to consult with constitutional experts and others with interest in the issue.

At its meeting in March, the ANPA Government Affairs Committee recommended Association opposition to the mechanism of a constitutional amendment for ensuring full First Amendment rights for broadcasters [presstime, April 1982, p. 12].

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A new plan for **amending the Freedom of Information Act** was unveiled April 9 by Sen. Orrin G. Hatch (R-Utah), chairman of the Judiciary Committee's Constitution Subcommittee.

The proposal is in the form of an amendment to S 1730, an FOIA bill approved in December by Hatch's subcommittee. Essentially, the amendment would replace the earlier bill.

The amendment will be offered to the full Judiciary Committee during its consideration of S 1730, tentatively scheduled for early May.

The new Hatch proposal is the result of four months of negotiations between supporters and opponents of S 1730 [presstime, April 1982, p. 12].

In an April 20 letter to Hatch, ANPA and five other media organizations expressed appreciation for improvements made in the amendment but pointed out several areas with which they continue to have "substantial disagreement."

Nationwide task force gears up to market newspapers to Sears

A task force of newspaper advertising executives has embarked on a mission to find out what information is needed to better serve Sears, Roebuck and Co.—the biggest buyer of retail advertising in newspapers. Having done that, the group will help newspapers supply the necessary data.

In recent years, Sears, like other chain stores, has consolidated its administrative and advertising decision making.

Instead of advertising placed by individual stores or a group of stores within one market, ads are placed on a regional basis. That means one Sears office must deal with many newspapers with their own formats, sizes, rates, schedules, reach, etc.

Such problems contributed to Sears' decreasing ROP ads from 80 percent of its local print budget in 1974 to 30 percent in 1981 [presstime, March 1982, p. 22]. Instead of ROP, Sears is relying more and more on preprints, which offer standardized, four-color ads that can be printed in volume and delivered by direct mail and shared mail.

That development caused the Newspaper Advertising Bureau and concerned newspaper ad executives late last year to create the newspaper task force.

The group has begun a series of meetings with officials in five of Sears' regional offices: Norfolk, Va.; Milwaukee; Denver; Orlando, Fla.; and Memphis, Tenn. Later meetings are planned in Tampa-St. Petersburg, Fla., and Sacramento, Calif.

In the meetings, task force members first ascertain what information about newspapers—including demographics, linage reports, ZIP Code break-outs and market research—Sears wants.

Then Christo Jackson, vice president for chain store sales, and other NAB staffers help the newspaper executives put together a presentation tailored for the particular region. The first presentation is scheduled for the Norfolk area in June.

Task force Chairman Bob Momsen, director of marketing and advertising for the St. Paul (Minn.) Pioneer Press and Dispatch, explained that "basically, we are opening the communication lines."

"An administrative unit (of Sears) may have some problems. We want to find out what the customers want and what may be hindering them," said Momsen, who also is chairman of the International Newspaper Advertising and Marketing Executives Committee on Retail Advertiser Relations.

If the first efforts are successful, the task force hopes to make presentations eventually at all 41 of Sears' regional offices. □

January ad gains total 15.2 percent

Advertising expenditures in newspapers during January, which had five Sundays, rose 15.2 percent over January 1981, which had four. In all, January ad expenditures in newspapers totaled $1.292 billion, according to preliminary figures compiled by the Newspaper Advertising Bureau.

National advertising, which NAB described as consistently the fastest-growing newspaper category for the past three years, rose 34.6 percent to $252.1 million. Retail—the largest newspaper ad category—showed a 13.8-percent increase to $665.4 million, and classified rose 7.1 percent to $374.1 million.

Estimates of ad expenditures are based on linage reports by Media Records and on other data. □

Camel scoreboard ads now appearing in 75 newspapers

R.J. Reynolds Industries Inc. is now running its "Camel Scoreboard" ad campaign in 75 daily newspapers, according to Nat Walker, the company's public affairs manager for print media.

Three Texas newspapers that orginally carried the ads—The Dallas Morning News, the Dallas Times Herald and the Ft. Worth Star-Telegram—have been dropped, according to Walker. The reasons for doing so varied, he said, but in one case, the newspaper was running sports information other than scores in the ad.

This was contrary to the concept behind the ad, Walker said. Camel Scoreboard was conceived as a weekly ad carrying scores within borders designed to resemble a package of Camel Light cigarettes [presstime, Nov. 1981, p. 36].

The plan sparked controversy when it was introduced last summer. Some newspapers refused to participate, saying the campaign would blur the line between advertising and editorial matter. Others saw it as a way of increasing revenues and offering readers sports news the newspaper could not otherwise afford to give.

Walker said Reynolds has not yet formally evaluated the results of the campaign, but the company believes the ads are being read.

He said more newspapers may be offered them in the future. □

Seminar set for newspaper advertisers

An all-day seminar highlighting the latest developments in newspaper advertising will be held in New York City May 25 for advertisers and ad agency executives.

The seminar will include presentations by newspaper executives, Newspaper Advertising Bureau personnel, executives from three major national advertisers and representatives of four large ad agencies. Results of a comprehensive new NAB study of the supermarket industry will be released.

Citing sweeping changes in newspaper advertising over the past 10 years, Leo Bogart, NAB executive vice president and general manager, said there has been a new surge of interest in newspapers by national advertisers. National advertising in newspapers has grown by more than 15 percent annually in the past three years.

The seminar, at the Hotel Pierre in New York City, will cost $80 per person. It is sponsored by NAB, the Association of National Advertisers, the American Association of Advertising Agencies and the Newspaper Advertising Sales Association.

Advertisers and ad agency executives interested in attending should contact Mac G. Morris, NAB vice president for national sales, (212) 557-1865. □

profile

Proofed News Copy

Pauline L. Lowman

'Polly' Lowman

Her paper blossoms, she harvests acclaim

By Margaret Genovese
presstime staff writer

A dozen years ago, when the South Carolina Press Association was 94 years old, Pauline L. Lowman was 34 and working as a bookkeeper in her family's grocery business. Newspapering was as alien to her as the Rocky Mountains would be to the town where she lives, North Myrtle Beach.

Now, with the association in its 106th year of service, "Polly" Lowman is its president. Her election earlier this year—a first for a South Carolina newspaperwoman—capped a speciacular rise that began with informal discussions with "some friends" about the need for "a forum" in the resort community, which had no newspaper or broadcast outlet.

They arranged for a printer, sent letters to residents telling them of their plans, and on Feb. 24, 1971, came out with their first edition of the weekly North Myrtle Beach Times.

The other principals bowed out after a few weeks, pleading lack of time. But Lowman stuck it out.

Assuming complete control of the newspaper, she operated for a year and a half what she calls "a sort of a 'one-woman newspaper.'"

"What's so great about it," says Lowman, "is all the citizens of North Myrtle Beach pitched in." Some sold subscriptions, some cut stencils for mailing labels, some contributed stories or spelled her in the office while she was out selling ads.

After a year and a half, she hired an advertising sales person, then an editor. Today the Times has a staff of 12. And it has won 52 state and national awards.

At first, the paper was housed in small, rented quarters, with typesetting and pasteup done by an outside printing firm. Now production up to the point of printing is handled by the paper itself in larger, more comfortable quarters it acquired seven years ago.

But the adventure into newspapering has not always been a bed of roses for Lowman, a prize-winning gardener and floral arranger. Once, early in her career as publisher, she was so pressed by the demands of the unfamiliar job—and the demands of raising two children—that she tried to give away the business to a newspaper friend in another town. Armed with a box containing copy for the next week's edition, she went to see him. Only the fact that he was not at home kept her in newspapering.

Her commercial printer, James C. High, publisher of The News Reporter in Whiteville, N.C., says Lowman "probably has been down a bit and disheartened, but it never did last too long. The next minute she's ready to go again."

"For a person not to have any newspaper experience," he says, "it didn't take her long to get into it." And as any small-town newspaper staffer can attest, "getting into it" (newspapering) often means "getting into it" (controversy) with local public officials. In the case of Lowman, one of the first to challenge was a lawman.

In 1977, the Times became embroiled in a dispute with the local police chief who objected to stories critical of his department. The chief obtained a court order to restrain Editor Mike Little from talking to him. The restraining order later was ordered lifted.

But the doggedness of her paper's newsgathering operation also wins occasional praise from officials. In April, the North Myrtle Beach City Council passed a resolution upon Lowman's election as president of the state press association. It saluted her for "11 years of hard work, professionalism and outstanding contributions to this community." A similar resolution was passed by the county council for Horry County.

According to Editor Little, Lowman is a demanding boss. She gets upset if as much as a comma is out of place.

Lowman says publishing in a resort location is harder than in other areas. There always is the question of how many newspapers to print. "One week you might have 5,000 people here, next week 300,000," she points out. The city has a year-round population of about 4,000, and the newspaper's average, year-round circulation is about 9,250.

And the news, Lowman says, "has to be a little bit interesting to all types of people." The coverage is local except for one national syndicated columnist.

Lowman generally gives the editorial staff a free reign—she writes the gardening column—but is, Little says, a "notorious note writer" who stays late to pen handwritten notes.

Staffers are not the only recipients of Lowman notes. According to Reid Montgomery, secretary-manager of the South Carolina Press Association, one evening after she became SCPA president Lowman wrote 18 letters—in longhand—to state legislators telling them of the association's opposition to a proposed tax on circulation.

"She's just a ball of fire," says Montgomery. That is evident from one of her goals for her one-year tenure—to visit all of the approximately 100 newspapers in the association. Another is to establish an SCPA museum.

She has an equally energetic approach to her work at the newspaper. She is prone to work around the clock if that is what it takes to get the paper out, according to those who know her.

"As much as I live here, I have to have the surroundings pleasant," says Lowman, who decorated the newspaper's offices with fine furniture, carpeting throughout, original art on the walls and fresh flowers daily.

With her paper having proved it has staying power, and with some talk of its perhaps someday going to semiweekly publication, she today calls her work "a true joy."

Lowman, who is divorced, has two sons: Robert, 27, a Times circulation department employee; and Michael, 20, a junior majoring in journalism at the University of South Carolina. ☐

Why we are players in government arena

By K. Prescott Low

Question: Why should you, as a newspaper executive, become a more active participant in the government relations process?

Answer: Because *you can't afford not to,* and here's why.

First, the regulatory environment in which newspapers operate has changed substantially over the past decade—and not for the better. The change in the climate of government relations has taken place at all levels—local, state, national and international—and affects all facets of our business.

In response to these governmental pressures, ANPA has changed. ANPA's basic job has always been to provide services to its members and to the newspaper business collectively. As the needs of the membership have changed, in this case toward a need for more protection from government intrusion, so has the manner in which the services were provided and the results were accomplished.

One indication of ANPA's shift to a higher profile in government affairs was the decision to move the Association's headquarters from New York City to the Washington, D.C., suburb of Reston in the 70s.

Over the past decade, ANPA has succeeded in repositioning itself to better represent the interests of its members and to respond to the looming challenge of government encroachment.

Newspaper associations generally—and ANPA in particular—have made the decision to become much more aggressive in the face of this challenge. Stated differently, we have realized that the best defense is a good offense.

Our new posture represents a departure from the traditional stance of newspapers, one in which newspaper executives and their trade associations for the most part remained aloof from government relations as it affected newspaper interests.

The increasing seriousness of our problem with government caused the ANPA Directors, at their meeting in February, to establish the task of "representing the newspaper business in dealings with the government" as *the top priority objective of this Association* over the next several years.

This reflects results of a 1978 survey in which ANPA members urged priority attention to government relations. In the same survey, members indicated a willingness to play a more active role in the Association's affairs. And, over the past two years, newspaper executives *in fact* have become more active in the government-affairs arena. The high level of membership participation in the AT&T issue is a good example.

But in addition to the evolving issues of electronic publishing and information diversity, a new climate of closure is developing in Washington and at all levels of government. It is directed toward limiting the public's access to government information. Beyond that, numerous other ongoing issues must be addressed: postal rates and policies, work place issues such as VDTs and pensions, revenue-base issues such as taxes, advertising regulations, etc.

Not only are more newspaper executives more active, but the multitude of newspaper associations to which we all belong is working much closer together to avoid duplication of effort and to achieve maximum results. These developments bring new strength to our efforts by allowing—for the first time ever—coordinated, cohesive, credible and sustained levels of activity by newspapers in the government-affairs arena.

However, one significant element of our problem with government, which looms larger each year, relates to the image of the press.

The perception of an elite, liberal press is very real to government people, especially those in Washington. In a vein that runs much deeper than the normal negative reaction to the "messenger of bad news," they mistrust the press and honestly question the day-to-day balance, fairness, accuracy and competence of reporters and editors.

ANPA's membership mix—representing a wide geographic base with strong support from newspapers of all sizes and editorial position—is an advantage in countering this image problem. But a real need exists for newspaper executives to do a better job of explaining the functions of the press to government, while at the same time working to improve the performance of newspapers all across the country.

As an ambassador for your newspaper and for our business, you can convey a more personal and balanced perception of newspapers to people in government. In today's government-heavy environment, just paying dues is no longer enough. ANPA members who have become involved for the first time are finding that their individual participation really does make a difference. They have proven to themselves that there is *no* substitute for direct contact between members of ANPA and government officials.

Over the rest of this decade, our success in countering the wave of government encroachment will be directly tied to an increasing level of coordinated activity by newspaper executives. This effort requires that you and others at your newspaper become team-players by volunteering your time, effort and commitment.

We need your help.

Think about it. It's very important to you, to your newspaper and to the future of our business. □

Low, publisher of The Patriot Ledger, Quincy, Mass., is chairman of ANPA's Government Affairs Committee.

Low (right) talks with Sen. Joseph R. Biden Jr. (D-Del.) at recent ANPA Government Affairs Committee meeting.

'Magnet' schools offer courses in journalism, communications

By Carmen C. Wrenn

The communications magnet school, an innovative concept in specialized education at the secondary school level, is attracting the attention of public school systems across the country.

The magnet-school concept was conceived in the early 1970s by the Tulsa, Okla., public school system as a tool to solve the city's desegregation problem. Designed to act as a "magnet," attracting students from all over the city and thus achieving racial balance, the program combines basic academics with specialized career courses.

The unexpected result was a "completely different approach to education," says Nancy McDonald, coordinator of business community resources for Tulsa's school system.

She says the original reason for the specialty school concept has been supplanted by a desire for choices and options in public education.

In 1973, the first communications magnet school opened in Tulsa. Others soon followed in Dallas, Fort Worth, St. Louis, Houston, Philadelphia, Milwaukee and Atlanta. Another will open this fall in Washington, D.C.

The programs differ slightly in structure, but all provide practical learning experiences in various fields of communications. The schools help students get a head start in their careers, whether they plan to attend college or to enter the job market directly upon graduation from high school.

Here is how several of them are set up:

- Housed in a comprehensive high school in North Philadelphia, the William Penn Communications Magnet School offers courses in journalism, radio and television, photography, communications, and graphic arts, along with the basic academic curriculum.

This year, 140 students are enrolled in the four-year program. The 11-member teaching staff is supplemented by weekly lectures from the local media. Reporters and editors from The Philadelphia Inquirer and Philadelphia Daily News critique and offer advice on the school newspaper. Anchormen, technicians and camera operators advise and assist with a student-produced TV news show.

Melvin J. Sussman, Penn's journalism teacher, says only one white student attended the communications school located in a predominantly black neighborhood, in its first eight years of operation. However, last September, nine whites enrolled there.

The communications school, which is not eligible for federal grants because it has not met requirements for racial balance, is supported entirely by local school funds, says Dorothy A. Davis, communications magnet media specialist. She says the school board has been generous.

The school's facilities, Sussman says, are the best on the East Coast. They include a radio and TV studio, darkroom, typesetting equipment and newsroom. But Davis says she has been disappointed in the support of the business community in providing other equipment.

Students produce the award-winning school newspaper, ONAS, which for two years has won first place in the Columbia Scholastic Press Association competition. Sussman, who serves as the newspaper's advisor, says the 16-to-32-page, 2,000-circulation paper is completely produced by the students who are "on the streets in sun, snow, sleet or rain selling ads" to raise the $4,000 needed to publish it seven times a year.

Started in 1972, the school is just beginning to show results. Over the past three years about 80 percent of Penn's graduates have gone on to college, says Sussman. One graduate is attending Temple University journalism school and working evenings writing sports for the Philadelphia Daily News, one is producing a local Philadelphia TV program, and another produces a local radio show.

- "Ours is uniquely different. We've done all the desegregation needed," says Dr. Lowrie A. Fraser, coordinator of Atlanta's magnet school program. After seeing the benefits of other magnet schools, she says, the Atlanta public schools envisioned a magnet system to "expand youngsters' choices and make them motivated to stay in school."

"Right now we're operating in a little red school house situation, but plans are underway to become more sophisticated," explains Kay S. Earnhardt, instructional coordinator at Atlanta's new magnet school, the Henry W. Grady School of Communications.

Senior Paul Cloutier (left) gives some pointers to freshman Joshua Klenbort at Atlanta's Henry W. Grady School of Communications.

Wrenn is presstime *editorial assistant.*

Located in one wing of an existing high school in mid-town Atlanta, the school opened last fall with an enrollment of 36 students. Students study print and broadcast media, photography, drawing and design, in addition to regular high school classes. While formal courses are not available for all communications subjects, students obtain experience in all these areas, says Lucy Lereah, public relations/recruiter for the communications school.

There are no full-time staff members assigned exclusively to the communications program. Teachers in the high school and specialists from local media and business conduct classes.

Currently, a photographer from the Atlanta Journal and Constitution is teaching photography; a communications professor from Atlanta's Clark College is lecturing; a local writing instructor is providing one-to-one guidance to students; and an AT&T representative is helping with TV scriptwriting.

Community involvement has been tremendous, says Lereah. Support comes from an advisory board of local newspaper, TV, radio and college representatives, and from a Partnership of Business and Education committee—consisting of 125 persons from both of these sectors. Both groups are active in recruiting, curriculum guidance, tutoring and lecturing, providing management services and procuring equipment.

Most of the school's equipment and facilities, such as the darkroom, printing press, camera and word processor, have been donated. Plans are underway to set up a TV studio.

Students print and distribute the school newspaper, produce a multi-media show used to recruit junior high students and present a morning radio program.

In addition to aiding the on-campus, magnet-school program, the local media and business community also support an internship program affiliated with the school. Two students receive hands-on experience at a local radio station, one at the Atlanta Journal and Constitution, and another at a professional photography studio.

Although business support has been helpful in providing human resources and equipment, Fraser notes, the magnet program relies chiefly on the local school system for funds. With the current tight economy, the program is seeking to broaden its funding base. "Asking business to join us," Fraser says, "is essentially the way we are working with Reaganomics. That is to say 'Here it is folks. It's back on your front door step. If you can help us, we can help you.' "

Freshman Kimberley Thomas writes copy for the Milwaukee public schools' communications and media career specialty program.

- Washington, D.C., public schools responded differently to Reaganomics. An experimental communications-career high school is being established under an innovative public-private partnership between the school board and the Washington advertising agency of Goldberg/Marchesano.

In response to President Reagan's call for increased private-sector involvement, agency executives decided to invest $20,000 allocated for the company's annual Christmas party to develop the communications school, says Karen Kershner, the firm's senior vice president. The school is scheduled to open this fall.

The school will be attached to the journalism complex at an existing high school. Students will take their normal academic subjects as well as courses in broadcasting, journalism, advertising, public relations and lobbying. Entrance criteria will be set jointly by supporting businesses and the school system.

A major part of the curriculum, says Pete Weaver, executive assistant to the superintendent of schools, will be a cooperative work experience program. Supporting businesses will decide how the program will operate and whether students will combine work and school on the same day, or alternate between several months in school and several on the job.

Goldberg/Marchesano is seeking support from other companies to develop the curriculum, enlist instructors and lecturers, conduct seminars, provide assistance in design and building facilities, internships, and scholarships.

The community's willingness to cooperate has "exceeded our wildest hopes," says Weaver. Currently 65 local media and business organizations have volunteered their services.

The program is not seeking "philanthropy," Weaver stresses. He views business support as an "investment" proposition. "By helping us produce the kinds of graduates who will come to work for them," Weaver says, "they benefit."

D.C. school superintendent Floretta D. McKenzie believes that America's schools are failing to provide students with basic skills not just in reading, writing and arithmetic, but in attitudes and work habits. In order to thrive and grow, she says, schools must adapt and improve like any other organization. "Because education is our business, it's time to educate in a business-like way," McKenzie adds. ☐

Reading expert hits current way of instruction

By Ray Chattman

Instead of learning to read, children are learning "memorization" and "isolated skills" that may "someday blend together into something called reading," the keynote speaker told ANPA Foundation's 1982 Conference for Newspaper in Education Program Development.

"It's the ideas, the comprehension, the thinking that's being neglected in today's teaching of reading," said Dr. Roger Farr, director of Indiana University's Smith Research Center in Bloomington and a veteran of more than 25 years in the reading and literacy field. He called on teachers to "wake up to reading."

Addressing 170 educators and NIE professionals attending the March 24-26 conference in Nashville, Tenn., Farr emphasized that rather than recitation and memorization, children should be taught to evaluate, to raise questions, to think critically.

"Reading is not an end to itself and shouldn't be taught as a separate subject," he said. Children who have mastered reading skills but who lack comprehension are not readers, he added.

Noting that reading cannot be forced—"it must be nurtured"—Farr stressed that children "will read when reading makes sense in their lives. Our job is to make it make sense."

The annual conference [presstime, May 1981, p. 26], held in cooperation with Canadian Daily Newspaper Publishers Association, featured 16 "focus sessions," including:

- *Marketing your NIE program*—techniques used by newspapers to inform teachers and parents about newspaper-related educational services available
- *Running a graduate course*—the basics of starting an accredited NIE course at a university, including its content and concepts
- *Law-related education*—how teachers can help children to understand law through the newspaper (e.g., contract law through sports pages; criminal law through court cases)
- *Trends in education*—basic-skills education for gifted and exceptional children, adult education and how these and other trends can be incorporated into an NIE program
- *NIE coordinator: ambassador at large*—ways to increase the NIE coordinator's visibility in the community
- *NIE week*—how the program, which started in Indiana and spread this year to a five-state area, can be implemented elsewhere
- *Workshop on careers*—how professional, technical and clerical jobs are highlighted through the newspaper.

Post-conference packets of information, including hand-outs and discussion outlines from these and the other sessions, will be mailed to all conference participants. The packets will be available to others at a cost of $2 per set from ANPA Foundation at The Newspaper Center, Reston, Va.

ANPA Foundation's Sandra F. Mathis addresses workshop at the NIE conference.

Chattman is publications specialist for ANPA Foundation.

School board hears favorable NIE report

Declaring the Newspaper in Education program "a valid educational concept," a committee has recommended to the Union City, N.J., Board of Education that teachers be the ones to decide whether to use NIE in their classrooms.

A city-wide NIE program in the Union City school system using two local newspapers was suspended in February [presstime, March 1982, p. 32].

The board, which on March 31 received the recommendation from the committee of 15 school administrators and teachers, had taken no action on it by late April.

The committee also recommended that participating teachers and students—not the school board—be responsible for obtaining the newspapers, and that "extensive study" be done before another city-wide NIE program is launched.

The group told the board that about $300 is being spent by the federally-funded Union City Enrichment Program to establish an NIE resource kit using materials prepared by ANPA Foundation and newspapers.

In related developments:

- The Dispatch in Union City—one of the newspapers that had been participating in the NIE program—on April 19 began distributing papers to media centers in the Union City schools free of charge. The newspaper had said it would do so for four weeks if a reader poll found the newspaper had educational value.
- Thomas Highton, the former superintendent who introduced the city-wide NIE program, has been suspended as a principal for remarks to the press criticizing the board's NIE action.
- A member of the school board, its former president, the mayor of Union City and five others have been convicted of racketeering in the trial whose coverage by the two local papers is said by some to have sparked the NIE controversy.

technology

Conference exhibits to show 'Media in Motion'

By Tom Walker
presstime technical writer

Attendees at the 54th Annual ANPA Production Management Conference June 19-23 will find the Dallas Convention Center filled with equipment, supplies and materials from some 200 manufacturers.

The exhibition, annually the largest display of newspaper equipment in the world, will cover more than 200,000 square feet of the modern hall.

The exhibits will focus on enhancements to existing products and systems—thus reflecting the 1982 Conference theme of "Profiles '82: Media in Motion" [presstime, April 1982, p. 43].

From the relatively new world of pagination to the nuts and bolts operations of the pressroom and mailroom, improvements to make the newspaper operation more efficient will be exhibited.

Another relatively new world, electronic publishing, will be represented by character generators and teletext and videotex systems.

Filmless platemaking will be demonstrated along with high-speed typesetting, laser graphics, and new business and editorial front-end systems.

The Conference program also will explore "Media in Motion," with discussions on pagination, electronic libraries, front-end systems, circulation, presses, standard advertising units, mailroom/distribution, telecommunications, print versus electronic publishing, and newspaper applications of personal computers. A program update will appear in the June issue of presstime, as will a list of all exhibitors and their booth numbers.

Among the anticipated exhibit highlights are the following:

Pagination

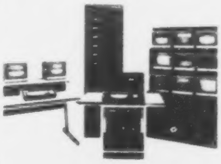
- *Hastech Inc.* will demonstrate an electronic pagination system that includes "GraphPro," an on-line graphics digitizer module, along with NewsPro and AdPro, shown at last year's conference. The system will be connected to EOCOM's Raster Image Processor, a platemaking system that can receive, store and then transfer to the plate information from the Hastech system. A new Hastech video display terminal also will be featured.
- *Information International Inc.* will demonstrate its Newspaper Pagination System, the first installation of which is in operation at the Star-News of Pasadena, Calif. Triple-I will show several Star-News pages—complete with graphics—that were electronically laid out in the newsroom and then phototypeset. The company's Pageset photosensitive paper ready for platemaking also will be demonstrated.

Telecommunications

- *Intelmatique,* the promotional arm of the French government's telecommunications administration, will display its Telematique videotex system. The system includes Teletel videotex, which combines telephone, television screen and keyboard for two-way communications; an electronic yellow-pages directory; remote transaction capabilities; Mass-fax, which transmits documents; and audiographic teleconference, which transfers manuscripts and graphic material from writing pad to television screen to distant display terminal for teleconferences.

Telematique Videotex

- *Quanta Corp.,* formerly System Concepts Inc., will demonstrate its Electronic Video Press system that is designed to tie into a newspaper computer system to allow a "dump" of the classified ads directly into the system's computer. The ads then are automatically displayed at predetermined times over the desired channel or channels on a cable television system.


Video Press

- *Mycro-Tek Inc.* will demonstrate its Mycro-Vision 7000 character generator, which can enter, sort and display news, announcements and calendar items, as well as enter, sort, display and bill advertising by classification. Programmed displays can be sent to in-house Mycro-Vision systems and to remote cable head sites, according to the company.

Mycro-Vision 7000

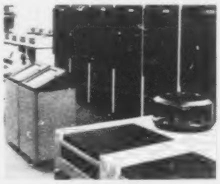
- *Itek Composition Systems* will demonstrate a "user definable" cable television link that allows information stored in a newspaper's CPS data base to be transferred to a cable television network.

Business Systems

- *Creative Data Systems* will exhibit its Comcirc circulation system that incorporates four interactive modules—home, route, carrier and service error—to provide multiple users with immediate access to circulation information.
- *Mycro-Tek* will demonstrate software packages from Stauffer Media Systems for application on Burroughs B90, B900 and B1900 computer systems. The packages are available for advertising, circulation, classified, general-ledger, payroll and accounts-payable uses.

Front-end Systems

- *Systems Integrators Inc.* for the first time will show its System/55 front-end system, which uses the Tandem NonStop Computer System and its new SII Coyote terminal.
- *Graphics Products Corp.* will display its Parimutuel Data Handling System, which allows racing or jai alai tracks to send entries, results and public relations materials directly to newspapers using a microprocessor. The information is supplied in a form that eliminates keyboarding and coding at the newspaper.


SII System/55

- *Harris* will display its new 6000 series copy processing system and its System 90 series, which was introduced at last year's Conference. System 90 is designed for medium-circulation newspapers with components for editorial, classified, display and typesetting. A new software package, Release 3.5, will be demonstrated on the Harris 2222 display-ad layout system.

• *Texscan MSI* will show its Electronic Newspaper System II, which allows operators to store data for subsequent recall at a specific time.

• *Itek Composition Systems* will exhibit two new terminals; new software, the Mark VIII CRT typesetter with new enhancements, two CPS 1000 series processing systems, an on-line Itek Graphic Display Terminal for previewing full editorial and classified pages and display advertising prior to typesetting, and a linkage whereby two CPS systems can gain access to each other's data base.

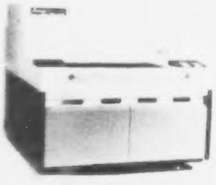
Itek CPS 1000

• *Mycro-Tek* will exhibit its Mycro-Comp 1100 system with applications for editorial, classified ad billing, display advertising, and mail and circulation departments.

• *Digital Equipment Corp.* will show a Collier-Jackson circulation system running on DEC's VAX 11/780 computer. The system has such features as on-line, customer-service processing; subscriber and non-subscriber information; shared-mail or hand-delivery distribution for Total Market Coverage; and automatic route boundary changes or rerouting of subscribers.

Plates and Camera Room

• *LogEscan Systems Inc.* will display the new LogEscan 3600 laser platemaking and facsimile transmission system. The system offers direct-to-plate capability, dry silverless film, daylight operation, facsimile transmission and computer compatibility.


LogEscan 3600

• *Western Litho* will exhibit its new Lithoplater E, a new plate processor design using wipe-on developer; another new product, the Automatic Punch-Coater, which automatically picks up plates from a palletized stack, then coats, dries, punches and restacks them; and its Lith-X-Pozer III, introduced at last year's Conference.

Lith-X-Pozer III

• *Agfa-Gevaert Inc.* will demonstrate a new filmless platemaking system that produces about three plates per minute. The process eliminates current steps of exposing and processing film and plates. It also will exhibit its new RPS Superautomatic, a fully automatic, vertical-process camera that can store programs for varying combinations of materials and applications. The camera is equipped with an on-line densitometer. Also on display will be a transfer system and negatives, paper and film.

• *3M* will demonstrate its Deadliner Platemaking system, also introduced at last year's Conference. Two systems will be operating, demonstrating 100-line-screen, double-truck and process/spot-color capabilities.

Typesetters

• *Autologic Inc.* will show its new composition system, the APS-Microcomposer. Two systems will be in the booth, each driving an APS-Micro 5 high-speed typesetter. The APS-5C commercial application typesetter also will be shown, along with the APS-5G graphic application typesetter and the APS-41 Logo scanner.

• *Monotype Inc.* will display its Lasercomp MK2 phototypesetter, capable of setting full newspaper pages with text, halftones and non-typographic line images such as logotypes.

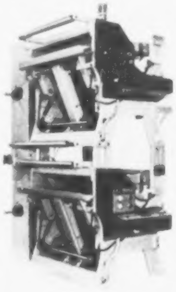
Graphics Scanner

• *ECRM* will demonstrate improvements in its Autokon 8400 laser graphics systems. The Autokon is capable of digitizing graphics for input into text and graphics pagination systems. The 8500, a prototype output device, also will be demonstrated.

Presses and Pressroom Equipment

• *M.A.N.-Roland U.S.A.*, formerly M.A.N.-Wood Industries Inc., will introduce its Uniman 4/2, a double width, 16-page, mid-range press designed for full-color work. The company says it needs only half the space of a comparable capacity, single-width press. A single unit with color deck will be displayed.

• *Cary Co.* will show its new splicer, model FP-4236, which allows pasters to be stacked two high to save space and which has the ability to splice at speeds up to 1,000 feet of newsprint per minute. The company says the splicer guarantees precision unit-to-unit color register, reduces web breaks and allows running of lesser quality paper. The company also will display a compact ribbon bar package for splitting the web on single-width presses into tabloid size and the Cary Flying Paster model FP-45-40.


Cary splicer

• *Semler Industries Inc.* will exhibit its mini-offset ink-recovery system, model BNP-40 and its letterpress fountain-cleaning system model RLR-200. The systems filter ink to the level of new ink cleanliness, according to the company.

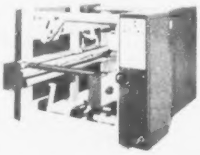
• *M.E.G.* will show its flying paster, the Megasplicer, which replaces the firm's D-500. Megasplicer offers speeds of 2,000 feet per minute and can accommodate larger roll diameter than the D-500. Modular in design, the Megasplicer can accommodate expansion.

• *Ebway Industries Inc.* will exhibit the GC-200 in-feed and tension-control system designed to decrease newsprint waste on Goss Community presses; the SU-300 in-feed and tension-control system for Goss Suburban and Urbanite presses; the LTC-222 fan-out control system for all single-width, non-heat-set presses; the SD-6000 automatic web splicer for Goss Community presses; and ribbon deck packages for one-, two- or three-web capability. Information on a new product—a full page, motorized linear compensator—also will be available at the booth, although the machine will not be shown.

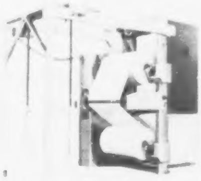
• *Rockwell International Corp.* will exhibit its Graphics Systems Division's Goss Community press that will produce a four-color, TV-magazine-type product. Also to be shown is the new Goss Press Control System II with page-area reader, totalizer (a counting device), and press-monitor options.

• *Faustel Inc.*, which manufactures flexographic presses and accessories, will show its new anilox retrofit unit and offset conversion units. The company also will display its ink viscosity and control system, photopolymer plates, blankets and water-based inks.

- *Rycoline Products Inc.* will show a new fountain solution called Alkaline Blue SAF. The exhibit will consist of a number of newspapers printed with the product. *Sun Graphic*, in the same booth, will exhibit new press blankets developed for offset and letterpress presses. Sun Graphic also will display 200 Series Maxi-Print draw sheets, 200 Series Maxi-Stik underblankets and a 360 Super No-Pak, which is a line of press blankets that are polish-ground to precise press tolerances.
- *Eclectic Co.* will display its Unimaster dust collector. The product has recently been installed in 24 plants of Knight-Ridder Newspapers Inc.
- *Enkel Corp.* will show its automatic reel stand and its "match speed" splicer that is designed to operate on presses at speeds of up to 1,800 feet per minute. A clutch-arrangement feature ensures that the speed of the new roll will match that of the expiring roll without having belts slip on the paper.

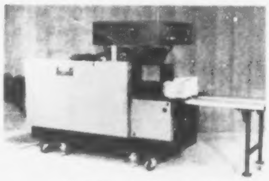

Enkel reel stand

- *Smith RPM Corp.*, which manufactures offset conversion kits, will exhibit its LOC system with the following components: a typical LOC impression cylinder, a T-bar lock-up assembly, a newspaper dampener system, a new ink pump system model and modular display panels to show various configurations for converted presses.
- *Martin Automatic Inc.* will show its MSC Series automatic splicer, web-driven in-feed, web guide and air bars that replace grater rollers.
- *MGI International Inc.* will exhibit A-PAR air washer units—the A-PAR Mark I for controlling ink mist and the A-PAR Mark IV for controlling paper dust.


Martin MSC splicer

Mailroom Equipment

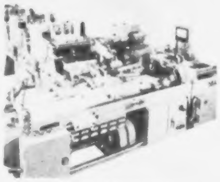
- *Pacepack Corp.* will show its Ministack Jogger counter stacker featuring in-feed table with a stream pre-aligner, squeeze rollers, counting system, microprocessor control, side joggers and back joggers in the stacking area; the Mail-Comp 2001, a mailroom computer that can receive daily route and bundle information and transmit it directly to multiple Ministacks; and the FPM 210 Mailjet, a heavy duty labeler that is said to apply labels at speeds of 15,000 per hour.


Pacepack Ministack

- *Stepper Associates Inc.* will demonstrate its Model 1200 labeler that is equipped with a zone sensor and automatic feeder options for labeling envelopes, pamphlets, brochures, catalogs and magazines; a Model 720 Fold n' Tyer, which can collate two newspaper sections with supplements and fold, wrap and tie them in one operation; and a new quarter-folding and address-labeling system.
- *Muller-Martini Corp.* will show its newspaper conveyor system and Model 221-TV program stitcher with counter stacker. The conveyor will transport newspapers from a high-speed feeder into the Model 288 compensating counter stacker with speed automatically synchronized to press and inserter.

DALLAS CONVENTION CENTER
More than 200,000 square feet of exhibits will fill the Dallas hall.

- *McCain Manufacturing Corp.* will display a headline (nameplate)-down 660-20 stuffer, which can be used on-line, producing 20,000 stuffed papers per hour, according to the company.
- *Rockwell International* will exhibit its Stackmaster stacker and Ingol stitchers for use with Goss folders.


McCain 660 stuffer

- *Gerrard-Ovalstrapping Ltd.* will operate a conveying and strapping system, featuring the Constellation—a bottom-sealing, polypropylene strapping machine; the JP 80 cross-tie strapping machine; the XenoROL 90-degree powered curve conveyors; XenoGATE conveyors; and the Slip-Torque accumulating conveyors.

Library System

- *Digital Equipment Corp.* will demonstrate BASIS, Battelle's Columbus Laboratories electronic library storage and retrieval system, running on its VAX 11/780 computer. ☐

Metro Contest winners announced

First-, second- and third-place winners in the 19th semiannual ANPA/RI Goss Metro Users Printing Quality Contest were:

- **Overall:** St. Petersburg (Fla.) Times and Evening Independent, the Salem (Ore.) Statesman-Journal, and the Tarentum (Pa.) Valley News Dispatch.
- **Black and white:** The Salem Statesman-Journal, St. Petersburg Times and Evening Independent, and (tie) The Sacramento (Calif.) Union and the Tarentum Valley News Dispatch.
- **Spot color:** St. Petersburg Times and Evening Independent, the Tarentum Valley News Dispatch, and The Sacramento Union.
- **Process color:** St. Petersburg Times and Evening Independent, the Salem Statesman-Journal, and the Tarentum Valley News Dispatch.

The 11 Goss users that entered the contest [presstime, Oct. 1981, p. 45] were rated by Research Institute staff and newspaper production personnel.

Double-width, color offset press provided to ANPA by M.A.N.-Roland

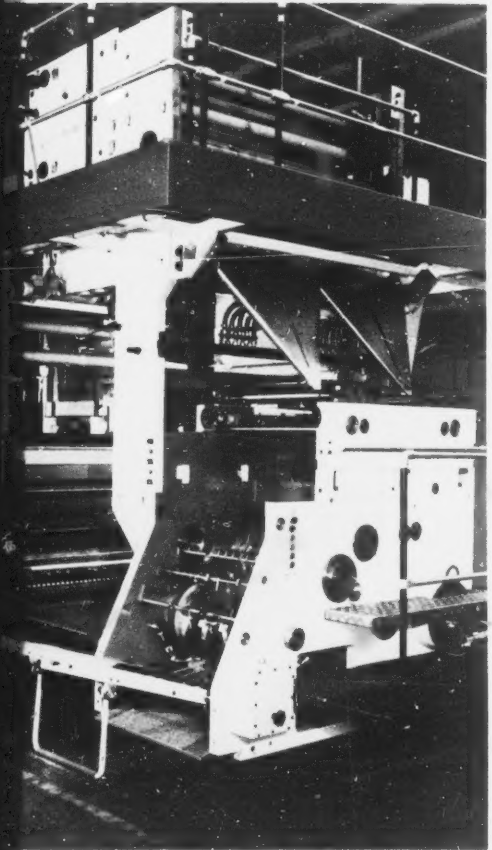
A new double-width offset press complete with reels, tensions, pasters and folder will be installed at the ANPA research facility being built at The Newspaper Center in Reston, Va.

Valued at more than $2 million, the equipment is being provided by the M.A.N.-Roland Co. of Middlesex, N.J.

The press is the M.A.N. Uniman 4 x 2, which means the plate cylinders are four broadsheet pages wide and two pages around. It can be used for full-color printing.

An American prototype of the press will be on display at the ANPA Production Management Conference June 19-23 in Dallas.

The M.A.N. Co., with headquarters in Augsburg, West Germany, is the second largest rotary press manufacturer in the world. Several years ago, M.A.N. purchased the Wood-Hoe Co. of Middlesex, N.J., and renamed it M.A.N.-Roland.



The $2-million M.A.N. Uniman offset press

Company President Walter Hantscho said the equipment was donated to ANPA because M.A.N.-Roland "appreciates what this organization has done for the benefit of the newspaper business, not only in the United States but throughout the world."

He said he is confident ANPA's use of the new equipment will result in improved black-and-white and color reproduction, which he is certain will enable member newspapers to increase advertising linage in the years to come.

John B. Lake, ANPA director and chairman of the Association's Research and Production Committee, said he is "absolutely delighted" at the gift.

"I am confident that with this new equipment the research staff will be able to eliminate many of the remaining printing problems that ANPA members are experiencing with the offset method of printing," he said.

Lake, publisher and executive vice president of the Times Publishing Co., St. Petersburg, Fla., said the press will enable ANPA to offer extensive training on double-width equipment, something the Research Institute in Easton, Pa., has been unable to do.

Lake also noted that the equipment will be used in the development of improved plate and fountain-solution technology and the "other ingredients that go into printing superb quality newspapers by offset."

Katharine Graham, immediate past chairman and president of ANPA, announced provision of the press in her April 26 keynote address at the ANPA Convention in San Francisco (see story, **convention report** section).

Installation in the pressroom section of the research facility probably will take place during the summer of 1983, according to William D. Rinehart, ANPA vice president/technical.

ANPA researchers are already planning advanced offset printing seminars using the press. Particular attention will be paid to printing waste reductions. ☐

Research facility to receive gift of color separator

HCM Graphic Systems Inc. of Great Neck, N.Y., has announced it will donate a Hell electronic color separation machine for the ANPA research facility when the building is opened in Reston, Va., next year.

The machine electronically "reads" prints or slides, reduces or enlarges, and provides three- or four-color separation negatives.

"The equipment includes electronics that enable the operator to make corrections automatically in deficiencies found in original color materials," ANPA Vice President/Technical William D. Rinehart said.

John B. Lake, chairman of the ANPA Research and Production Committee, said the Hell machine at Florida Publishing Co. has enabled the St. Petersburg Times and Evening Independent "to print very high quality color consistently." Lake is the company's publisher and executive vice president. ☐

AM International seeks Chapter 11 reorganization

AM International Inc., which has been fighting financial problems for nearly two years, filed for protection under Chapter 11 of the Federal Bankruptcy Act in mid-April, but the filing will have no effect on newspapers that have purchased the company's equipment, a spokesman said.

Under Chapter 11, AM will operate in a "business as usual mode," said Marion Durk, director of corporate communications. She said that under Chapter 11, a company attempts to work out an arrangement with its creditors for payment of its debts.

Joe B. Freeman Jr., chairman and chief executive officer, told The Wall Street Journal that because a court must approve arrangements between the firm and its creditors, it could be two years before the company is reorganized.

AM, formerly the Addressograph-Multigraph Corp., defaulted on a $115-million credit arrangement with 21 banks in early April [presstime, April 1982, p. 43]. The company has a $245-million total debt. ☐

Virginia daily builds own terminals

By Tom Walker
presstime technical writer

The 16½-pound Newsman I sells for $4,495.

Newspapers' technical services departments typically perform maintenance tasks on computer-related equipment. But some go a step further: development of their own equipment and systems.

A case in point is the technical staff of the Roanoke (Va.) Times & World News (all-day, circulation 118,276).

After finding no equipment that suited its needs, the newspaper in 1978 began building a front-end system for its editorial and advertising departments. So far, 120 VDTs have been built; and as the need arises, more are constructed.

Having mastered the art of building VDTs for the office, the staff moved into the realm of portable terminals.

It did so after Times & World-News executives again found that none of the equipment on the market met the paper's particular requirements. According to Production Manager Richard E. Byrd, the commercial terminals were too fragile and "couldn't stand much jostling around." Also, they had no retention, or memory, capabilities. "If the (power) cord was suddenly unplugged, the story was lost," says Byrd.

Times & World-News representatives attending last year's ANPA Production Management Conference in Atlantic City, N.J., looked over a portable VDT cabinet (shell) on display at the Telcon Industries booth. They subsequently ordered one.

Two months after receiving the cabinet from Telcon, the nine-member technical staff had built a prototype of a portable VDT meeting the paper's needs. Telcon liked what Byrd's staff had developed and obtained the rights to manufacture it, with a proviso that the newspaper receive a dozen terminals at no charge.

Telcon President Sydney Simon says assembly-line production of the terminal began in early April. The first sale of the $4,495 Newsman I, as the terminal is being marketed, has been made, with delivery scheduled for July.

Newsman I can operate either from a 110-volt A/C outlet or from batteries, and through an attachment it can draw power from an automobile battery via a cigarette lighter. A lithium-iodine battery within the terminal provides a constant low-power supply for memory.

"You can type in 10 pages (screens) of information and unplug the terminal. Then you can come back in five years, and the information will still be in memory," says Simon. The lithium-iodine battery will last about seven years.

In fact, the terminal has two memories, enabling reporters to store notes in one while entering a story into the second, says Byrd.

Other features of the terminal are word-search capabilities for editing; codes for boldface and italics characters; formats to allow a reporter to "fill in the blanks" for such things as sports box scores; and a software program for diagnosing problems with the unit.

The Newsman I is packaged in a high-impact, water-resistant, luggage-style case and weighs about 16½ pounds. It is 8¼ inches high, 18 inches wide and 16¼ inches deep.

The Times & World-News used Newsman I at the NCAA basketball championship in New Orleans in March, and, according to Publisher Barton W. Morris, "We were very pleased with its performance."

Morris says the newspaper funds its research and development work with a $5,000 annual R&D allocation approved by its parent company, Norfolk, Va.-based Landmark Communications Inc. ☐

High costs, lack of improvements main concerns at press meeting

Most of the 250 newspaper representatives who attended the ANPA Symposium on Pressroom Options expressed concern at the high cost of press equipment and a lack of recent improvements to justify that cost.

The March 30-31 symposium in Chicago was divided into three general areas—conversions, flexographic press units and anilox retrofit units. Speakers addressed their experiences with various manufacturers' equipment. Equipment manufacturer's representatives were invited to monitor the symposium.

A panel on plastic plates discussed reasons for not changing to any of the three mentioned methods of printing, and a speaker from Greater Buffalo Press discussed that commercial printing firm's involvement with the flexographic printing process.

Erwin Jaffe, director of ANPA/RI's Research Center, said that although the audience recognized offset printing offers higher quality results than letterpress printing, "its value is minimized by the cost of obtaining it with new presses."

"Thus, interest in offset conversions, ANPAPRESS™ and anilox retrofit inking systems has grown as means of improving quality, effecting production savings and providing simpler operating systems at a reasonable cost," he said.

Audience participation in question-and-answer periods indicated that all problems associated with the various processes discussed at the symposium have not been solved, Jaffe noted. ☐

HYATT
REGENCY
JOHN SACCHIA

ANPA/RI's Jaffe addresses symposium while Hearst's John Sacchia takes notes.

Denver court asked to overturn city's tax on newspaper sales

Ten newspapers circulated in Denver are asking the Denver District Court to declare the city's recently imposed 3-percent retail sales tax on newspapers unconstitutional.

In a suit filed the last week in March, the newspapers claim that in ending a previous newspaper exemption to sales taxes, Denver City Council imposed a "tax on knowledge" that violates the First Amendment.

The suit also asks the court to declare null and void two regulations issued by the city's sales tax office on how to collect the tax. The newspapers said the regulations violate the tax ordinance [presstime, March 1982, p. 37].

One regulation would require newspapers to collect the tax on their sales to carriers. The newspapers said such transactions are wholesale rather than retail sales and should be exempt from taxation.

The other regulation would require newspapers to pay sales tax on money collected from vending box sales of less than 19 cents. The Rocky Mountain News and The Denver Post, for example, charge 15 cents per weekday copy.

According to the ordinance, however, the tax is to be collected on retail sales of 19 cents or more. And so far, the papers have taken the position of paying the tax only on single-copy sales of the 75-cent Sunday News and Sunday Post.

In addition to the Post and News, eight nondaily and specialized newspapers are party to the suit: Catholic Register, Daily Journal (a Denver business paper), Colorado Leader, Colorado Statesman, Herald Dispatch, Intermountain Jewish News, Rocky Mountain Business Journal and La Voz. ☐

Marketing and efficiency to be symposium's focus

The growing need for newspapers to make better use of computerized circulation data in marketing has spurred ANPA and the International Circulation Managers Association to schedule a third Circulation Computer Systems Symposium.

The Oct. 11-13 program in St. Louis will focus on the marketing functions of circulation systems and on increasing efficiency of circulation operations.

Sessions are planned on operations, accounting, market demographics and census data, subscriber service, single-copy sales, the mailroom, newsprint control, and paid-in-advance subscriptions. Equipment exhibits also are planned.

The symposium will be held at the St. Louis Marriott (Airport). Registration fee is $250, and the exhibit fee is $300 per 8-by-10-foot space.

For more information, contact Stephen E. Palmedo, manager/training services, The Newspaper Center, Reston, Va. ☐

ANPA, ICMA honor 21 papers for driving records

Twenty-one daily newspapers in the United States and Canada have been named 1981 winners in the annual Safe Driving Campaign sponsored by ANPA and the International Circulation Managers Association.

Awards are made to the three newspapers with the best safety records in each of seven divisions. Certificates of merit are given newspapers which complete the year without a delivery-vehicle accident.

The 588 dailies participating in the 1981 campaign operated 10,839 vehicles a total of 254,318,548 miles and achieved an accident rate of 1.48 per 100,000 miles—the second lowest accident rate since the program began in 1941. During the 41 years of the campaign, participating newspapers have recorded more than 6.9 billion miles of driving with an overall accident rate of 1.72 per 100,000 miles.

Besides reducing fatalities and injuries, reducing insurance premiums for newspaper-delivery vehicles is a goal of the ANPA-ICMA campaign [presstime, July 1981, p. 47].

1981 winners are listed at right:

Private carrier division

Group A: newspapers with daily circulation up to 20,000: 47 newspapers operated 197 vehicles 3,948,396 miles with 63 accidents

- First place: **Hornell (N.Y.) Evening Tribune** operated 12 vehicles 330,676 miles without an accident
- Second place: **McCook (Neb.) Daily Gazette** operated three vehicles 143,459 miles without an accident
- Third place: **Roswell (N.M.) Daily Record** operated eight vehicles 119,770 miles without an accident

Group B: newspapers with daily circulation 20,001 to 50,000: 110 newspapers operated 782 vehicles 15,130,355 miles with 211 accidents

- First place: **Gainesville (Fla.) Sun** operated 20 vehicles 374,068 miles without an accident
- Second place: **Woodbridge (Va.) Potomac News** operated 19 vehicles 371,136 miles without an accident
- Third place: **Traverse City (Mich.) Record Eagle** operated 21 vehicles 321,945 miles without an accident

Group C: newspapers with daily circulation 50,001 to 100,000: 86 newspapers operated 817 vehicles 18,719,088 miles with 391 accidents

- First place: **Pueblo (Colo.) Chieftain and Star-Journal** operated eight vehicles 153,822 miles without an accident
- Second place: **Bridgewater (N.J.) Courier-News** operated 43 vehicles 899,299 miles with two accidents
- Third place: **Middletown (N.Y.) Times Herald-Record** operated 23 vehicles 835,274 miles with three accidents

Group D: newspapers with daily circulation in excess of 100,000: 186 newspapers operated 5,321 vehicles 127,348,316 miles with 2,841 accidents

- First place: **Orlando (Fla.) Sentinel Star** operated 27 vehicles 877,233 miles without an accident
- Second place: **Toronto Globe and Mail** operated 15 vehicles 811,613 miles without an accident
- Third place: **Los Angeles Herald-Examiner** operated 12 vehicles 588,062 miles without an accident

Contract carrier division

Group A: newspapers with daily circulation up to 25,000: 62 newspapers operated 896 vehicles 16,363,662 miles with 20 accidents

- First place: **Fostoria (Ohio) Review Times** operated 12 vehicles 680,782 miles without an accident
- Second place: **Geneva (N.Y.) Finger Lakes Times** operated 33 vehicles 612,997 miles without an accident
- Third place: **Hammond (La.) Daily Star** operated 28 vehicles 580,238 miles without an accident

Group B: newspapers with daily circulation 25,001 to 100,000: 88 newspapers operated 1,790 vehicles 40,783,660 miles with 67 accidents

- First place: **Rockford (Ill.) Register Star** operated 113 vehicles 2,259,044 miles without an accident
- Second place: **Troy (N.Y.) Times Record** operated 39 vehicles 2,115,500 miles without an accident
- Third place: **Regina (Saskatchewan) Leader-Post** operated 24 vehicles 1,455,704 miles without an accident

Group C: newspapers with daily circulation in excess of 100,000: 34 newspapers operated 1,036 vehicles 32,025,071 miles with 165 accidents

- First place: **Des Moines (Iowa) Register and Tribune** operated 170 vehicles 5,975,243 miles without an accident
- Second place: **Wichita (Kan.) Eagle-Beacon** operated 61 vehicles 1,811,012 miles without an accident
- Third place: **San Antonio (Texas) Express-News** operated 24 vehicles 1,167,272 miles without an accident ☐

Collections in plastic age

Although carrier collection remains the most common form of paying for newspaper subscriptions, a growing number of newspapers are actively encouraging office payment and the use of credit cards.

Those are among the key findings of a recent "mini-survey" of 243 newspapers by the International Circulation Managers Association. Although not considered comprehensive, the survey included a good sampling of newspapers of varying circulations, according to ICMA General Manager Joseph B. Forsee.

Ten newspapers reported all home-delivered newspapers as paid-in-advance at newspaper offices or by mail. Another 28 papers use paid-in-advance for 50 percent or more of their subscriptions. Almost 70 percent said they are encouraging office payment—some at banks or drug stores—and about one in four accept payment by credit card.

A list of newspapers that use paid-in-advance for a majority of subscriptions is available from ICMA at The Newspaper Center in Reston, Va. ☐

Two academic programs for circulation advance

Plans for formal academic training for newspaper circulation managers are moving ahead on two fronts.

The International Circulation Managers Association has commissioned Dr. William Thorne of Marquette University to complete a college-level textbook on circulation management. Work on the book was started by Joseph B. Forsee, ICMA general manager, when he was on the faculty at the University of Missouri . Finishing and publishing the textbook is expected to be a three-year project for ICMA.

Meanwhile, fund raising is continuing for the program that will offer a degree in circulation management from the Empire State College of the State University of New York [presstime, Nov. 1981, p. 37]. In addition to pledges from ICMA and regional circulation management groups, individual newspapers are being asked to pledge $300 annually for three years toward the project. ☐

Scarborough, Simmons proceed with plans for separate studies

Although virtually all concerned agree that the newspaper business should have one, nationally syndicated readership survey this year, it appears likely two will be conducted.

Harold Israel, president of Scarborough Research Corp., said in late April he had suggested setting up one joint company with Simmons Market Research Bureau to conduct the newspaper survey. Scarborough has 32 newspapers signed up to participate in a survey scheduled to begin in September. SMRB, which earlier this year merged with Three Sigma Research, the firm that pioneered syndicated newspaper audience research in 1979, already has begun interviews for its survey.

Israel said his merger idea "has not fallen on very receptive ears" at SMRB. An SMRB spokesman declined comment.

A task force of newspaper researchers and advertising excutives formed last year to monitor the readership survey situation has said repeatedly that one study would be preferrable to two. The task force has refused, however, to recommend one firm over another.

Instead, the task force—made up of representatives from the Newspaper Research Council and the International Newspaper Advertising and Marketing Executives, in consultation with the Advertising Research Foundation—is focusing on how best to market the findings.

It has proposed that each newspaper purchasing the results of a study of its market also pay a 5- to 10-percent surcharge into a fund that would be used to market the readership findings to advertisers and ad agencies. The task force also has set guidelines for carrying out the surveys and has appointed a consultant to monitor the process.

Marketing of the study results was to be discussed at the Newspaper Research Council's Monterey, Calif., meeting in late April and at the International Newspaper Promotion Association's San Francisco conference in early May.

Both SMRB and Scarborough are committed to surveying readership of all the daily newspapers in the top 50 North American Areas of Dominant Influence [presstime, March 1982, p. 41].

Some newspapers in major markets have signed up to receive the results from both companies; others have not signed up with either. All newspapers in major markets will be studied, and data on the audience of each will be reported. Unless a newspaper has paid to receive the results, however, the newspaper will not have access to the findings.

Philip Stout, chairman of the task force and marketing services manager of The Daily Oklahoman and Oklahoma City Times, noted: "Audience research costs money, but it's a good investment." ☐

Researcher details 'high-level' readership

"Professionals and managers are exceptionally good readers of daily newspapers. On an average weekday more than three out of four (77 percent) are members of the newspaper audience."

This finding and its implications for business advertisers are examined in a new Newspaper Advertising Bureau Research Note, "Daily Newspaper Coverage of People in High-Level Occupations."

NAB researcher Charles Lehman analyzed newspaper readership data for the four highest occupational status groups. He concluded that not only do a majority of professionals and managers score above average in their readership of daily newspapers, they are below average in their viewing of television.

"Average weekday readership is highest among those involved in decisions on cars and trucks (81 percent), travel arrangements (79 percent) and investment of corporate or institutional funds (78 percent). Obviously, many advertisers might profitably consider the daily newspaper as an integral part of their business-to-business advertising strategies," noted Lehman.

Research Notes are available for 50 cents per copy from NAB, 485 Lexington Ave., New York, N.Y., 10017. ☐

Personnel relations

Formal pay plans benefit employees and papers

"Newspapers are becoming more and more aware of the need for formal programs of wage and salary administration as management tools for keeping an eye on the bottom line. Papers are facing the situation where money is tight . . . (they) are watching more closely how their money is being distributed. The relevant issue for newspapers is to remain competitive in today's labor market. Without a formal program, salaries that are competitive with the market are difficult to manage."

—Tom Plumberg, senior consultant
Lawrence-Leiter & Co., Kansas City, Mo.

By Virginia Tadie

Virginia Tadie

The traditional process of determining rates of pay, characterized by one personnel administrator as the "dart board method," has come into question as managers seek new resolutions to old problems.

One answer lies in the development and implementation of formal compensation programs.

"Basing pay policies on whim and expediency is not acceptable to today's employees, nor does such action provide sound financial management for a newspaper," says ANPA Manager/Personnel Relations Patricia P. Renfroe.

"One of the fastest ways to lose a valuable employee is for the employee to be convinced that newspaper management's pay policies are capricious and unjust. If the individual does not leave the newspaper, his or her loyalty to the company may well be altered, and third-party (union) assistance will be sought. Problems such as these can be avoided through well-designed and administered wage and salary programs."

In such a program, jobs are defined and evaluated objectively, compensation is distributed equitably. The relative worth of each position within the organization is measured, and individual performance is rewarded.

Three main goals. Basic to the success of the program is to inform employees of the major goals, of which there are three.

The first is "internal equity"—assuring that employees are paid equitably company-wide.

At the Kansas City (Mo.) Star Co., Kent Simcosky, personnel director, and James E. Mason, employment compensation manager, administer a program designed to "ensure that our employees are drawing the right amount of pay for the jobs they do." Each job is evaluated for its worth and contribution to the organization, as well as for the skills and responsibilities necessary to perform it. Pay rates are determined consistent with those factors.

The consistency theme is echoed at many papers. In Allentown, Pa., for example, Carol G. Voorhees, employee relations director of Call-Chronicle Newspapers Inc., and Laurene Ryan, personnel associate, say that in researching pay plans businesses are seeking to "ensure consistency among and between departments."

The second major goal of a formal compensation program is to offer wages and salaries that are competitive with the market. Simcosky and Mason of the Kansas City Star Co. believe this "external equity" not only attracts but also retains qualified people.

John T. Harrington, personnel director of the Oklahoma Publishing Co. in Oklahoma City, Okla., agrees. "External equity is especially important in an area characterized by low unemployment and a heavy concentration of industry," he says.

The third major goal is to improve and ensure employee satisfaction by defining the program of wage and salary compensation to employees.

For example, in its 1982 Report to Employees, the Sentinel Star Co. of Orlando, Fla., described the objective of its wage and salary compensation program as an effort to "maintain healthy employee relations by providing equitable compensation."

A formal plan objectively evaluates and classifies the different jobs within the organization, identifies the organization's methods of appraising and evaluating individual performance, states the criteria used for determining compensation and rates of pay, as well as stating the employer's objectives and expectations. Each of these aspects is clearly communicated to the employees.

Harry T. Whitin, director of employee relations at The Worcester (Mass.) Telegram and Gazette, believes that with the many recent changes in the newspaper business, it is important to have a program that gives employees "a better understanding of the structure under which they are being compensated and the certainty that pay is being administered in a uniform and standard way." Employees need to know what to expect and what opportunities are available, he points out.

When initially implementing its program, the Sentinel Star Co. held a series of meetings with employees to explain the program, outlining guidelines as well as the checks and balances of the system. The result, according to Sam E. Davis III, director of employee relations, is that "our employees have confidence in the system and realize they will have every opportunity for pay raises and growth."

Supervisor's role. There are goals, too, for the supervisor administering the program.

Whitin identified one main goal as "establishing guidelines to make the manager's role easier" in developing a compensation plan.

Voorhees and Ryan of the Allentown paper also emphasize the program's inherent ability to ease the role of the manager. Guidelines for decision making, often accompanied by formal training, contribute to the resolution of personnel administration problems, they say.

Tadie is personnel relations associate in the ANPA Labor and Personnel Relations Department.

Components of program. Compensation programs vary from organization to organization.

As stressed by Cleatis Carroll, personnel director for the Donrey Media Group of Fort Smith, Ark., each plan must be tailored to meet a company's particular needs. Kansas City's Simcosky and Mason concur. Those interviewed agreed, however, that all such programs have many of the following basic components:

- *Job evaluations.* This process systematically determines the value of each job relative to other jobs within the organization according to the worth of the job and its contribution to the success of the business. While the methods of determining job values vary, most will take into consideration such key factors as background, responsibilities, physical or mental effort, working conditions and the supervision required.

- *Job descriptions.* Writing, revising and updating job descriptions are an ongoing process using interviews, questionnaires, observations and/or logs to describe accurately and realistically the duties and responsibilities of each position.

For example, Donrey has a full-time job analyst whose duties include the development of job descriptions for the company's program. An added benefit of the process is that it allows management to identify inconsistencies, duplication of effort, unrealistic workloads and staffing needs.

- *Compensation analysis.* Comparing each position to equal or similar positions at other companies and their corresponding rates of pay provides the employer with the market value of each employee in the organization.

- *Salary grades.* Positions within the organization that are similar in scope and responsibility are identified and assigned grades. The number of grades within an organization may vary. Donrey's program, using a point system, averages six or seven grades, while the Kansas City Star Co. uses a system of seven "job families," each with six to 12 grades. The Orlando Sentinel Star groups positions into 18 different grades, similar to the Worcester program which contains 15.

- *Salary ranges.* Each position within the organization is assigned a range of potential salaries. As performance is evaluated, the employee progresses within the range. The programs surveyed by ANPA had greater differences in this aspect of compensation administration than any other. Oklahoma Publishing and the Sentinel Star both use a minimum, mid-point and maximum salary scale. At the Sentinel Star, evaluations are conducted every six months until the employee reaches the mid-point, then annually thereafter. Donrey identifies minimum and maximum salaries only, with progression within the range based entirely on performance. The Worcester program establishes a minimum and a maximum base salary, and, Whitin explains, "We factor in merit increases based on a spread of up to 20 percent of the base, paid on the basis of a formal performance appraisal."

While differing in nature, each program has some way to identify the advancement potential within each position.

- *Performance appraisal.* This is a review process to determine how well the employee does the assigned job, taking into consideration productivity and contribution to the organization. Some programs determine commensurate increases in salary solely on a merit system; some grant increases based on performance (such as Donrey's); others grant cost-of-living raises or automatic increases (Oklahoma Publishing Co.).

Sentinel Star photo by David Cotton

Orlando Sentinel Star Cashier/Clerk Doris Luellen cashes paycheck for employee.

Whitin describes the performance-appraisal process as "the foundation of any good wage and salary administration plan."

While methodology may differ, all systems provide certain advantages to managers and their subordinates alike.

Whitin says the process "forces the manager to look carefully at each individual's performance on a semiannual or an-

In this section

Arbitrations:
Wall Street Journal, independent union—Upholds discharge of computer operator for trying to cover up error, p. 52
Additional arbitration awards, p. 54
Court decisions:
Grass Valley (Calif.) Union, ITU—Appeals court enforces NLRB order directing reinstatement of two employees, p. 54
U.S. Supreme Court upholds seniority systems in civil rights case, p. 55
NLRB:
Atlanta Journal and Constitution, individual—Administrative law judge finds discharge did not violate act, p. 53
Eau Claire (Wis.) Leader-Telegram, Teamsters—Board finds driver lawfully dismissed, p. 54
Mount Clemens (Mich.) Macomb Daily, Guild—Board rules reprimand of reporter did not violate labor law, p. 55
Newark (N.J.) Star-Ledger, Deliverers—Board orders union to withdraw work jurisdiction claim, p. 53
Pontiac (Mich.) Oakland Press, individual—Board finds photographer lawfully discharged, p. 55
Representation elections, p. 53
Personnel relations:
Salary administration plans benefit employees and newspapers, p. 50
Strikes:
Labor disputes cause publication losses at three Canadian dailies, p. 54
Other:
Contract settlements, p. 53
Five unions agree to defer wage increases at British Columbia daily, p. 55
Guild and ITU continue merger discussions, p. 55
TV newscasters' picket line causes delay in delivery of Baltimore Sun, p. 54

nual basis, focusing on strengths and weaknesses. . . . The employee comes out of the process knowing his strong and weak areas and what must be done to improve performance."

At the Sentinel Star, every employee is evaluated in terms of the job description and the standard of performance guidelines for each position, according to Davis.

In virtually all cases, managers and supervisors go through formal training on how to conduct performance appraisals.

Other pluses. Personnel administrators cite other advantages of having a formal compensation program.

Noting the impact of current legislation and increased litigation on compensation trends in business and industry, ANPA's Renfroe says development of a comprehensive pay program that complies with federally mandated fair employment practices can provide management with an effective tool for meeting these requirements.

Such a plan also "aids in getting more personnel dollars by its ability to present a formal system showing the need for competitive salaries, pay rates and increases," note Simcosky and Mason.

Carroll says it enhances budget planning.

The last component of compensation programs emphasized by the newspapers surveyed is the process of periodically evaluating the plan to assure that it remains competitive and equitable. Because of the unique character of the newspaper business, it is important to structure this evaluation process as part of the formal plan to allow, according to Simcosky and Mason, "the system to be flexible and to respond to the needs of the business."

But developing a formal compensation program is not without its difficulties. The process is lengthy, time-consuming and costly at the outset.

While many newspapers choose to develop their programs in-house, consultants are retained by some. Resources available (both financial and human) necessarily influence this choice.

Like any change, the compensation plan may be met with some initial employee resistance.

However, managers say, most employees eventually come to realize that it is an asset for them individually as well as for the company overall.

Arbitrator upholds discharge for computer operator's error

By Clark Newsom
presstime labor writer

A computer operator who accidentally erased articles that were to be published in The Wall Street Journal was fired for just cause, an arbitrator has ruled.

Dow Jones & Co. Inc. had contended that the discharge was justified because the grievant had attempted to cover up his error and nearly caused publication of the June 16, 1980, edition to be missed.

An independent union representing the grievant argued that dismissal was too severe and sought reinstatement without loss of pay, seniority or other benefits.

Arbitrator Arvid Anderson agreed with the company that the discharge was warranted because the operator had "knowingly and intentionally" attempted to cover up and because he had denied he made a mistake.

With about 14 years' experience as a computer operator, the grievant was hired in June 1979 at Dow Jones' central computer system operations in South Brunswick, N.J.

He and his assistant were working alone on the midnight shift of Saturday, June 14, 1980. One of the machines operating that night was the DOWCOM, a data-base computer-message system used in printing the Journal. All of the articles to be published in a given issue of the Journal are fed into the DOWCOM from the Journal's newsroom and news bureaus.

At 3:48 a.m., he pushed the ITLT (Initialize Tape Location Tables) button. At the same time, he hit the EOB (End of Block) button. The effect of pushing the buttons simultaneously was to trigger an erasure of the data in the DOWCOM system.

Shortly thereafter, he stopped the system.

When he realized what he had done, he brought the system back into operation and determined that not all of the data had been lost. He made no report of the incident to his supervisor.

Computer operations and transactions are recorded mechanically on continuous console sheets. The console sheets are numbered consecutively and stored as permanent records. A console sheet with the grievant's initials on it was later found by company officials in a waste basket in the computer room.

On Sunday afternoon and evening, when operators were attempting to recall the stories from the DOWCOM for the Monday edition, they found only a small amount of data in the system.

Following a teletype search, it was learned that the company's plant in Chicopee, Mass., did have a complete data base for the Monday issue. Chicopee was able to put the articles back into the central system at South Brunswick for transmission to the Journal's remote printing plants around the country.

Because of the delay involved, several locations were late in printing and distributing the June 16 edition, and some subscribers did not receive the paper that day because of late mailings.

On Monday morning, the grievant was questioned by his supervisor and the operations manager. When asked if anything unusual happened on his shift, he responded that everything was normal.

Shown the console sheet with his initials on it—the one that had been found in the waste basket—he denied discarding it. He was subsequently discharged.

At the arbitration hearing, the grievant finally admitted that he had inadvertently hit the ITLT and EOB buttons at the same time.

Arbitrator Anderson said his decision to uphold the discharge was not based on the fact that the grievant had made an error by pushing the wrong buttons. The error could have been corrected if it had been properly and promptly reported, he noted.

He said he would not have sustained the discharge if the operator had acknowledged his mistake, "or even his early cover up efforts."

Anderson also noted that the grievant had "less than a satisfactory work record" during his year with Dow Jones. The record included a supervisor's letter criticizing the grievant for failing to follow operating instructions, rejecting constructive criticism and neglecting to call in when out sick one day.

NLRB judge finds firing did not violate labor law

An administrative law judge of the National Labor Relations Board has recommended dismissal of a complaint alleging that the Atlanta Journal and Constitution unlawfully discharged a radio dispatcher in the circulation department.

The employee, Mary E. Cody, filed charges with the NLRB after her discharge last June for spreading rumors about a possible strike and then initially lying to a supervisor that she had done so.

Judge Leonard N. Cohen found that Cody's conduct was not "concerted activity" protected under the Taft-Hartley Act. He noted that the NLRB "has frequently pointed out" that an employer may discharge an employee "for a good reason, a bad reason or no reason at all so long as the employer was not motivated by an unlawful reason."

Cohen also recommended dismissal of allegations that the company had unlawfully "created the impression of surveillance" of employees and that it had violated the act by soliciting employees to report to their supervisors the union activities of others.

At the same time, Cohen found the company had violated the act by a supervisor's interrogation of Cody. "Angrily questioning an employee about the union activities of other employees has the natural tendency to restrict that employee's exercise of his or her Section 7 rights," he said.

Section 7 of the act gives employees the right to self-organization; to form, join or assist unions; to bargain collectively; and to engage "in other concerted activities" for the purpose of bargaining "or other mutual aid or protection."

The case involved efforts by Newspaper Printing Pressmen's Union No. 10 to organize employees in the street-sales division of the circulation department.

The union had filed a petition with the NLRB to represent route managers and their helpers.

A representation election had been scheduled for last summer. However, it was postponed indefinitely after the board granted a company request for review of a regional director's ruling that route managers are not supervisors and thus are eligible to participate in a representation election.

According to Cohen, the chain of events that led to Cody's discharge began when she asked a loading dock supervisor in the transportation department if he had heard that "the street sales people were going out on strike." The supervisor informed higher management of that comment.

When the sales and marketing director, who has authority over both the street-sales employees and radio dispatchers, asked Cody if she had "repeated some kind of rumor" to the transportation department, she at first denied that she had talked with anyone in that department. She later admitted that she had.

Cohen's decision has been appealed to the board by both the complainant and the company.

(Cox Enterprises Inc., d/b/a Atlanta Newspapers, JD-[ATL]-21-82)

Board orders union to withdraw work claim

The NLRB has issued another order against the Newspaper and Mail Deliverers Union of New York and Vicinity in a longstanding jurisdictional dispute over mailroom work at an auxiliary plant of The Star-Ledger of Newark, N.J.

In its new decision, the board directed the union to comply with the previous order and to withdraw its jurisdictional demand from an ongoing arbitration that involves multiple issues.

In that previous order, the board last year had upheld the newspaper's assignment of the disputed work to employees represented by Mailers Union No. 11 [presstime, June 1981, p. 44].

The deliverers had sought jurisdiction over all operations past the tying machine—including the rolling conveyors, bundle-ejection equipment and the Logan cart system at the newspaper's Piscataway, N.J., plant.

If the union refuses to comply with the new order, the NLRB can seek court enforcement of it.

(Newspaper and Mail Deliverers Union of New York and Vicinity and Newark Morning Ledger Co., 260 NLRB No. 70)

NLRB elections

Newport News (Va.) Daily Press and Times-Herald, CWA: Delivery truck drivers voted 19-5 against representation by Local 2205 of the Communications Workers of America.

(NLRB Case No. 5-RC-11742)

Redding (Calif.) Record Searchlight, ITU: Circulation and mailroom clerks, district advisors and inserters voted 43-7 against representation by Redding Typographical Union No. 993.

(NLRB Case No. 20-RC-15469)

Wakefield (R.I.) Wilson Publishing Co., Guild: Editorial, business, circulation and production employees of the company's three weekly newspapers voted 23-22 against representation by the Providence Newspaper Guild.

(NLRB Case No. 1-RC-17355)

Recent contract settlements

Rocky Mountain News, Denver, GAIU: Two-year agreement covering photoengravers retroactive to Oct. 2, 1981.

Rocky Mountain News, Denver, IPGCU: Three-year agreement covering pressmen retroactive to May 1, 1981.

Milwaukee Journal and Sentinel, ITU: Four-year agreement covering mailers retroactive to Aug. 16, 1981.

St. Louis Globe-Democrat, Guild: Three-and-a-half-year agreement covering editorial and commercial employees retroactive to Sept. 1, 1981.

(Details in ANPA Labor & Personnel Relations Letter Vol. 3, No. 4, April 1982.)

NLRB finds driver lawfully dismissed for job infraction

The Eau Claire (Wis.) Leader-Telegram did not commit an unfair labor practice when it discharged a circulation department driver, the NLRB has ruled.

The decision upheld an administrative law judge's recommendation that the complaint be dismissed [presstime, Sept. 1981, p. 37]. Local 662 of the Teamsters had appealed that recommendation.

The NLRB found the driver had been discharged not because of her union activities but because she had failed to follow company policy requiring drivers to arrange for substitutes when unable to work.

The board also affirmed the judge's findings in another aspect of the case, this one involving lesser charges against the company. It held that the newspaper violated the Taft-Hartley Act by questioning employees about their union activities during a Teamsters' organizational campaign. The daily was ordered to stop such unlawful activity.

In an earlier decision, the NLRB found the drivers were employees eligible to vote in a representation election and not independent contractors as contended by the newspaper.

(Eau Claire Press Co., 260 NLRB No. 148)

Court orders newspaper to reinstate two workers

A California daily has reinstated two former employees with back pay in accordance with an order by the 9th U.S. Circuit Court of Appeals.

The order, which came without comment, enforced an NLRB decision directing The Union of Grass Valley to reinstate a printer and a pressman. The board found the newspaper had unlawfully discriminated against them because of their union activities [presstime, Nov. 1980, p. 30].

The case arose during an organizing campaign by Central Valley Typographical Union No. 46. Employees subsequently voted in favor of representation by the union [presstime, Jan. 1981, p. 37].

(NLRB v. Nevada County Publishing Co., USCA9 Nos. 81-7024, 7055)

Walkouts hit 3 Canadian papers

Three French-language dailies in Canada have lost publication days due to labor disputes.

- La Tribune of Sherbrooke, Quebec, has been shut down since April 9 in a new contract dispute with Montreal Typographical Union No. 145. The union represents a plant-wide unit at the newspaper.

The employees claim to be locked out, but management said a strike exists because of "coordinated work stoppages" during the week beginning April 4. The old contract expired June 30, 1981.

- Le Nouvelliste of Trois Rivieres, Quebec, missed two issues April 8 and 9 after advertising employees represented by an independent union set up a picket line April 7 in a dispute over new contract terms.

A new three and one-half-year contract replaced the one that expired June 30, 1981.

- Le Droit of Ottawa resumed publication March 26 following a 20-day strike.

The strike by Typographical Union No. 12, which represents printers, pressmen and mailers, was over new contract terms.

Before the strike, the average wage was $12.28 (Canadian).

In the new two-year agreement that ended the strike, the production workers received a 7.08-percent increase retroactive to Jan. 1. They will get further increases of 6.84 percent Sept. 1 and 7.11 percent May 1, 1983.

Thus, at the end of the contract, the average hourly wage will have increased from the current $12.28 (Canadian) to $15.05.

TV pickets cause delay in delivery of newspaper

Distribution of The Sun of Baltimore was delayed the morning of April 14 when truck drivers represented by the Teamsters refused to cross a picket line of the American Federation of Television and Radio Artists.

Some members of five other unions at the Sunpapers also refused to cross the line.

Sun Vice President/Industrial Relations John J. Banach said about half of the 1,000 employees scheduled to work reported.

The picket line was set up at 9 p.m. April 13 by newscasters striking a Baltimore television station owned by the Sun's parent firm, A. S. Abell Co. The Sunpapers became involved because AFTRA contended the newspaper plant was being used as a drop-off point for material destined for the TV station.

The pickets disbursed about 1 p.m. April 14 after the company said it would not accept packages addressed to the TV station.

AFTRA and the TV station reached agreement on a new contract April 15.

Additional arbitration awards

Cincinnati Enquirer, ITU: Samuel L. Chalfie ruled that Cincinnati Post printers who reported to work at the Enquirer shortly after the newspapers entered into a joint operating agreement had priority (seniority within the union) rights over former Post printers who failed to seek work at the Enquirer for more than a year after the Post ceased production operations.

Detroit News, Guild: Gabriel N. Alexander found that the labor agreement does not require the union to file a formal grievance in order to submit a new or changed job classification dispute to arbitration.

Milwaukee Journal and Sentinel, ITU: Arthur A. Malinowski held that the union did not have jurisdiction over an electronic advertising markup and layout system in the creative advertising services department.

New York Post, Guild: Milton Rubin agreed with the union that the pay classification of inside classified advertising solicitors should be upgraded retroactive to June 18, 1979.

Philadelphia Inquirer and Daily News, Guild: Joseph M. Stone denied two union grievances concerning the transfer of photographers and the application of seniority in scheduling shifts and days off.

Guild and ITU agree to continue meetings

Leaders of the International Typographical Union and The Newspaper Guild announced following their April 7 meeting [presstime, April 1982, p. 37] that negotiations on terms of a merger agreement will resume May 11 at ITU headquarters in Colorado Springs, Colo.

ITU President Joe Bingel and TNG President Charles A. Perlik Jr. said in a joint statement that the new merger discussions "will bring total agreement or final termination of such talks."

Another meeting has been scheduled June 9 at the Guild's Washington, D.C., headquarters.

The two presidents said they hoped to have "something in hand" for consideration by the Guild's June 21-25 convention in Los Angeles.

NLRB finds discharge lawful

The NLRB has agreed with an administrative law judge that The Oakland Press of Pontiac, Mich., lawfully discharged a photographer for dishonesty—taking a day of paid sick leave to do personal business—and for abuse of the newspaper's sick-leave policy. The judge found that the employee had not been discharged for filing unfair labor practice charges with the NLRB, as she contended [presstime, Dec. 1981, p. 40]. □

Members of five unions agree to defer pay increases at British Columbia daily

Members of all five unions at The Columbian of New Westminster, British Columbia, have agreed to a request by Publisher P. D. "Rikk" Taylor to defer until this fall wage increases gained in their new contracts.

"We're hoping that the economy will turn around by that time," said the publisher of the suburban Vancouver daily.

Four of the five unions were involved in a "sit-in" last February before agreements were reached on the new contracts [presstime, March 1982, p. 48]. The employees had been due a 6-percent increase April 1.

The top wage rate at The Columbian is scheduled to rise to about $17.50 an hour (Canadian) on Dec. 1, 1982.

Taylor said the economy of British Columbia "is generally down to a greater degree" than the rest of Canada because it is dependent on lumber and mining, and both industries are projecting "a terrible year."

Wage deferrals are becoming "quite common" in the province, he added. □

Supreme Court upholds seniority systems

The U.S. Supreme Court has ruled that the immunity from challenge granted to seniority systems under the 1964 Civil Rights Act is not limited to those systems in existence at the time the law was enacted.

The case arose from a challenge by black employees to a job progression program established by a tobacco company in 1968 as part of a collective bargaining agreement. A lower court had held that the law's deference to legitimate seniority systems applied only to those in place before 1964.

At issue was a section of the act stating that it is lawful to apply different terms of employment pursuant to "a bona fide seniority or merit system."

The court held that the section applies to all seniority systems established in good faith, whether created before or after the act.

The 5-4 decision was an important victory for labor unions.

(American Tobacco Co. v. Patterson, No. 80-1199) □

Reprimand of reporter did not break labor law, NLRB rules in Guild case

The issuance of a written reprimand to a reporter for requesting a bookkeeper to divulge confidential, executive-salary information was not a violation of the Taft-Hartley Act, the NLRB has decided.

The board upheld an administrative law judge who had recommended dismissal of a complaint alleging that The Macomb Daily of Mount Clemens, Mich., had taken the action because of the reporter's activities on behalf of the Detroit Newspaper Guild [presstime, Feb. 1982, p. 34].

Objecting to certain findings the judge made as to the credibility of witnesses, the union had appealed his decision.

But the board noted it is established policy not to overrule a judge's findings with respect to credibility unless the "clear preponderance" of evidence shows that the findings are incorrect. The evidence in the Mount Clemens case did not suggest judicial error, the board said.

(The Macomb Daily, A Division of Panax Newspapers Inc., 260 NLRB No. 134) □

St. Louis Post-Dispatch, Mailers: Martin Wagner found that the company did not violate the labor agreement when it reduced the number of mailers assigned to work in an outlying plant.

San Diego Union and Tribune, Guild: Robert M. Leventhal found that the "outside activities" clause of the labor agreement required a sports copy editor to obtain permission from the company before working as publicity director for a county fair.

San Jose (Calif.) Mercury and News, Guild: Armon Barsamian upheld the union on two issues involving the payment of overtime.

Toronto Star, Guild: P. John Brunner sustained the discharge of a helper/loader in the delivery garage for absenteeism.

Washington Post, IAM: Nicholas H. Zumas ruled that the newspaper is not required to pay a $10 "call-in" premium to machinists who work an extra shift unless they are actually called back to work after leaving the plant.

Wilmington (Del.) Morning News and Evening Journal, Guild: S. Harry Galfand upheld the one-week suspension of a circulation district manager for putting youth carriers on routes without first obtaining signed contracts from the carriers and their parents.

Woodbridge (N.J.) News Tribune, ITU: John J. Pearce Jr. ruled that the union did not have jurisdiction over work being performed on VDTs by classified ad takers.

(Full texts available from the ANPA Labor and Personnel Relations Department at The Newspaper Center, Reston, Va.)

Equipment for sale

Compuscan Alpha page-feed scanner, fair condition, seven years old, being used daily, $3,000; Digital PDP8e computer, includes 8K memory and cabinet, no disk drives, $1,500. Contact Barry Miers, composing manager, The Express, 30 N. 4th St., Easton, Pa. 18042; (215) 258-7171, ext. 637.

The following equipment is being sold by The Bulletin of Philadelphia, which ceased publication Jan. 29:

Typesetting and composition—three ECRM scanners model 5300; eight Harris 2210 terminals and three TCU's; four Metrosets including one transporter, spare parts; one CPMS pagination system; three LogE PC-18 processors; two Chemco T-65 processors; one Kenro 241 vertical camera; 12 Fairchild 430-3A keyboards; nine Schaefer 9-inch waxers; three Potdevin 18-inch waxers; four paper trimmers—25-inch; 24 Timeplex 103C rack-mount modems; 18 Timeplex R103C rack-mount modems; 14 Timeplex 202C rack-mount modems; three URA-1 mounting racks; 36 Teleram 2277 terminals; 25 acoustic couplers; 12 T1765 portable terminals; four T1743/RO printers; 12 DEC VT71 16K terminals; 31 DEC VT71 20K terminals; five DEC VT71 24K terminals; 72 DEC terminal stands; miscellaneous 5-, 10-, 11-, 25-drawer storage cabinets; 25 7-foot steel/formica pasteup tables; 20 7-foot flakeboard pasteup tables; 16 46-inch flakeboard/formica ad-pasteup tables; 15 42-inch adjustable ad-markup tables, wood top, steel bottom; 22 stools; and one Compugraphic 7200.

Camera/color—two Chemco Spartan III model 1270 roll-film cameras; three Chemco Marathon model 1211 roll-film cameras; one Chemco News-pager model 1293 camera; one Pakoquick 24-inch processor; one Pakorol Super G-24 processor; one Pakonolith 24-inch processor; one LogE LD24AQ processor; one LogE LD24BQ processor; one LogE LD25 processor; one Kodak Versamat processor; one RCA/Pako 24-inch processor; various densitometers; various stainless steel sinks; four stripping/light tables; four Consolidated model 200S darkroom doors; one Berkey color enlarger, 8x10; one Durst laboratory color enlarger, 8x10; one RCA 70/8802 color scanner, 20x24; one Vandercook model 30-26 double four-color proof press; one NuArc platemaker model FT404P; one Leedal print washer/light table, 25x31; one wall-mounted vacuum frame; and miscellaneous steel tables.

Miscellaneous—three 24-inch floor fans; one Portamix chemical mixer model 25; two Niagara shears; one South Bend model A precision lathe, 5x51; one 24-foot Novak automatic Docuveyor (dumbwaiter), 18x18 chamber, 100-pound capacity; one Halon computer room system, 182 pounds Halon gas; 40 locker sections, each with half-size lockers, 12Wx18Dx36L over/under; one BlueRay model 121 blueprint machine; one 15-ton York air conditioner 180,000 BTU; one 15-ton Liebert air conditioner, 183,000 BTU; one 5-ton York air conditioner, 60,000 BTU; and one 4-ton York air conditioner, 48,000 BTU.

All equipment sold as is, where is. Contact Raymond Pilewski, director of operations, The Bulletin, 30th and Market Streets, Philadelphia, Pa. 19101; (215) 662-7654.

(Editor's note: Exchange notices are published without charge as a service to ANPA-member newspapers.)

Paperworkers take strike vote as Abitibi-Price talks break off

A strike vote is being taken in the wake of suspension of talks April 7 between the Canadian Paperworkers Union and Abitibi-Price Inc. The result of the vote will be made public May 10. If a strike is called, it could not take place before May 15.

Abitibi has been chosen by the CPU as its target company for negotiations this year. CPU contracts at most Eastern Canada newsprint mills expired April 30.

In a related development, CPU-CIP Inc. negotiations, which began April 12, are continuing on local issues, but negotiations on monetary issues have been suspended until the pattern has been established with Abitibi.

"We are still hopeful that a settlement can be reached without a strike," said Don Holder, a regional CPU vice president.

CPU Secretary-Treasurer J.A. Ferlatte said the union currently seeks a wage increase of 15 percent in the first year and 13 percent in the second. CPU initially had sought an increase of about 40 percent over two years [presstime, April 1982, p. 57].

Victor Plathe, Ontario's assistant deputy minister of labor, said his office was in touch with the parties and "endeavoring to arrange for further mediation meetings" in the event a strike is called.

At the end of March, U.S. publishers had an average 51 days' supply of newsprint on hand, with another seven days' supply in transit, according to the ANPA Newsprint and Traffic Department.

Meanwhile, the labor scene in the United States included these developments:

- Members of the United Paperworkers International Union at Garden State Paper Co.'s Garfield, N.J., newsprint mill ratified a three-year contract March 25. It provides wage increases of 9.75 percent in the first year, 9 percent in the second and 8 percent in the third. The previous contract expired in October [presstime, Jan. 1982, p. 41].
- The Association of Western Pulp and Paperworkers rejected an offer made by Publishers Paper Co. in negotiations at the company's Oregon City, Ore., mill. The contract expired March 15. No new meetings were scheduled as of late April. ☐

Some companies deferring price increase

Some of the newsprint companies that had told their U.S. customers to expect a 5-percent increase in the price of newsprint this spring have not implemented the increase.

Newsprint manufacturers in the United States and Canada have notified U.S. customers they are delaying the increase to June 1 or are reconsidering it. Among the companies deferring the increase is Abitibi-Price Inc., the world's largest newsprint producer.

This is the second time the scheduled increases have been delayed. Some companies that had announced a March 1 effective date for the new price, $525 a metric ton, had postponed it to April 1. [presstime, March 1982, p. 39].

Newsprint notes

Crown Zellerbach Canada Ltd. has put into production its new 180,000-(metric) tons-a-year **newsprint machine** at Elk Falls, British Columbia [presstime, Jan. 1982, p. 41].

• • •

Donohue Normick Inc. has begun production at its new 160,000-tons-a-year **newsprint mill** in Amos, Quebec

• • •

Donohue Inc. plans to **convert two newsprint machines** at its Clermont, Quebec, mill to production of groundwood specialty papers. This will result in an annual net loss of 72,575 tons-a-year of newsprint capacity.

• • •

Wilbert Associates of Connecticut and an as-yet unidentified U.S. construction firm are studying the **feasibility of building** a $250-million, 500-tons-a-day **newsprint mill** on land leased from the San Carlos Apache Indian tribe near Globe, Ariz. ☐

Usage by U.S. dailies declines again in March

Newsprint consumption by all U.S. users increased in March compared with March 1981, but consumption by U.S. daily newspapers declined. Thus the pattern established during the first two months of the year was repeated.

The estimated consumption by all users in March 1982 increased 1.5 percent, despite the fact there was one more Sunday in March 1981. Consumption by U.S. daily newspapers decreased 1.6 percent.

For the first quarter of 1982, Canadian newsprint shipments were down almost 1 percent compared with the same period last year. Shipments to the United States decreased 1.1 percent and those overseas declined 3.2 percent, while shipments within Canada increased 4 percent.

U.S. shipments were up 6.2 percent for the first quarter. Domestic shipments increased 4.6 percent and those overseas increased 36 percent.

North American mill inventories were up 45 percent at the end of March from a year earlier.

Estimated consumption of all U.S. daily newspapers[1]

Region	February 1982	February 1981	% Change
Northeast	142,865	141,027	+1.3
North Central	125,061	133,569	-6.4
South	191,944	189,732	+1.2
West	132,483	131,667	+0.6
Circulation size			
up to 25,000	54,507	51,163	+6.5
25,000-100,000	104,111	107,564	-3.2
over 100,000	433,735	437,268	-0.8
February totals	592,353(r)	595,995	-0.6(r)
Two-month totals	1,194,597(r)	1,207,729	-1.1(r)
Region	**March 1982**	**March 1981**	**% Change**
Northeast	156,594	159,659	-1.9
North Central	143,885	149,719	-3.9
South	213,495	214,193	-0.3
West	149,098	150,203	-0.7
Circulation size			
up to 25,000	61,325	58,462	+4.9
25,000-100,000	115,941	120,977	-4.2
over 100,000	485,806	494,335	-1.7
March totals	663,072(p)	673,774	-1.6(p)
Three-month totals	1,857,669(p)	1,881,503	-1.3(p)

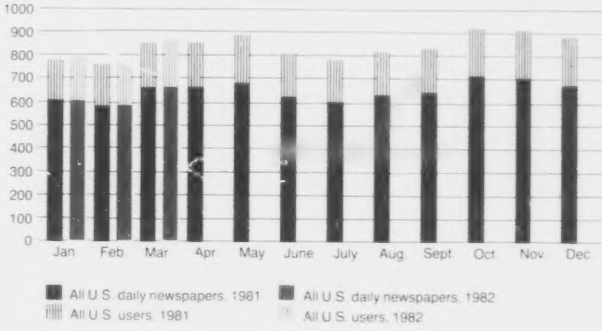
Estimated consumption of all U.S. users

	1982	1981	% Change
January totals	792,000(r)	781,000	+1.4(r)
February totals	778,000(r)	761,000	+2.2(r)
March totals	870,000(p)	860,000	+1.2(p)
Three-month totals	2,439,000(p)	2,402,000	+1.5(p)

Production

	Canada	U.S.A.	North America
March 1982	759,841	419,894	1,179,735
March 1981	766,438	398,486	1,164,924
Increase or decrease	-6,597 -0.9%	+21,408 +5.4%	+14,811 +1.3%
Three-months 1982	2,262,217	1,212,731	3,474,948
Three-months 1981	2,218,536	1,133,641	3,352,177
Increase or decrease	+43,681 +2.0%	+79,090 +7.0%	+122,771 +3.7%

Estimated newsprint consumption, 1981-82
(Thousands of metric tons)



Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
March 1982	514,795	94,600	140,079	749,474
March 1981	537,932	95,112	136,263	769,307
Three-months 1982	1,509,623	263,448	356,174	2,129,245
Three-months 1981	1,526,956	253,196	367,871	2,148,023
Increase or decrease	-17,333 -1.1%	+10,252 +4.0%	-11,697 3.2%	-18,778 -0.9%
From U.S. mills				
March 1982	387,109	----	25,690	412,799
March 1981	373,080	----	21,893	394,973
Three-months 1982	1,117,150	----	78,300	1,195,450
Three-months 1981	1,068,213	----	57,404	1,125,617
Increase or decrease	+48,937 +4.6%	---- ----	+20,896 +36.4%	+69,833 +6.2%
From North American mills				
March 1982	901,904	94,600	165,769	1,162,273
March 1981	911,012	95,112	158,156	1,164,280
Three-months 1982	2,626,773	263,448	434,474	3,324,695
Three-months 1981	2,595,169	253,196	425,275	3,273,640
Increase or decrease	+31,604 +1.2%	+10,252 +4.0%	+9,199 +2.2%	+51,055 +1.6%

Stocks

U.S. publishers[2]		(Days' supply on hand)	(Days' supply in transit)
January 1982	981,545	48	9
January 1981	767,633	37	7
February 1982	1,038,360(r)	51	8
February 1981	806,816	38	7
March 1982	1,062,321(p)	51(p)	7(p)
March 1981	826,683	39	6
Canadian mills			
March 1982	326,858	--	--
March 1981	235,359	--	--
U.S. mills			
March 1982	54,924	--	--
March 1981	28,616	--	--

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[1] Based on stratified data from ANPA-member newspapers in statistical sample; figures in this and other tables in metric tons.

[2] Represents stocks of ANPA-member newspapers in statistical sample

(r) = revised

(p) = preliminary

Counting newspapers is an inexact science

By Margaret Genovese
presstime staff writer

This is a multiple choice question: Last year the number of U.S. daily newspapers declined by

(a.) 45
(b.) 5
(c.) 15.

Depending on your source of information, the correct answer is all of the above.

The first number was reported last December by the Audit Bureau of Circulations, the second by the ANPA Membership Department in the February edition of presstime (p. 47), and the third in late April by the *1982 Editor & Publisher Year Book*.

Using statistics to illustrate a point always is fraught with pitfalls. With so much attention being given to the health of the daily newspaper business today, this difference of opinion from authoritative sources on exactly how many dailies are publishing from one year to the next is all the more frustrating.

Why the discrepancies?

First, the ABC figure is not what it seems.

The bureau's Dec. 30, 1981, press release reporting on ABC's annual study of North American newspaper circulations implied there were 45 fewer daily newspapers in the United States in 1981 than in 1980. It read: "In the United States, the average daily total of 62,041,176 copies for 1,715 newspapers (down 45) was a gain of 67,475 copies per issue."

But the ABC did not mean to suggest that the number of all U.S. dailies had declined by 45, and it has since issued a clarification. In its quarterly News Bulletin published in March, ABC said that "the number of dailies in the United States *reporting their circulation figures* dropped 45 to 1,715" (emphasis added).

ABC Vice President of Communications Charles O. Bennett admits the December press release "perhaps leads to a misinterpretation in the sense that someone might read into the figure that 45 papers actually went out of business, and this we do not know or suggest as being a fact." Indeed, the 45-fewer figure has been cited in stories reporting on the status of the newspaper business.

Bennett also says it is impossible without redoing the study to determine which newspapers were included in the 1981 count and not in the 1980 total, and vice versa. The study relied on information from ABC, Standard Rate & Data Service Inc., and Editor & Publisher.

ANPA's annual accounting of newspaper starts and stops is based on information compiled by the Association's Membership Department.

The Association does not conduct a survey on daily newspapers being published, but its monthly tabulation of U.S. dailies' newsprint consumption occasionally turns up cases of newspapers ceasing publication. In addition, the Membership Department scrutinizes state and regional press association bulletins, press releases and news stories, and it obtains information during field visits to keep up with who's in business and who's not.

The upshot is that ANPA's numbers often do not correspond with those developed by researchers for the E&P yearbook, who rely heavily on a questionnaire they distribute to newspaper companies.

For 1981, for example, ANPA came up with a net decrease of five U.S. daily newspapers.

In the "Ready Reckoner" section in the front of its new yearbook, E&P reports that in 1981, 1,730 newspapers were published, down 15 from its 1980 figure.

To come up with its figure, ANPA counted nine new U.S. dailies; E&P researchers counted 13. ANPA said 11 stopped publishing or converted to weekly publication; E&P said 21 did. ANPA said eight papers merged into four operations; E&P said 14 did.

One reason the information may not track exactly has to do with timing. ANPA charts changes from Jan. 1 to Jan. 1; E&P does it from Feb. 1 to Feb. 1. Therefore,

Newspapers again largest employer, new 'Facts' book shows

For the second year in a row, U.S. newspapers in 1981 ranked first among the largest U.S. manufacturing employers, according to the Department of Labor's Bureau of Labor Statistics.

This is but one of many statistics contained in "Facts About Newspapers 1982," ANPA's annual summary of the newspaper business in the United States and Canada. A copy of the booklet is inserted in this edition of presstime.

At 432,000, newspaper employment was down fractionally from the year before's total of 432,100 [presstime, May 1981, p. 50]. Female employment was up, from 162,500 to 164,400; male employment was down, from 269,600 to 267,600. Thirty-eight percent of all newspaper employees were listed as production workers.

The 1982 edition also reports that:

- The number of U.S. morning dailies rose from 387 in 1980 to 407 in 1981, while the number of U.S. evening dailies declined from 1,388 to 1,353. Overall, the number of U.S. dailies dropped from 1,745 to 1,730 and their combined weekday circulation fell from 62,201,840 to 61,432,434.
- The number of U.S. Sunday newspapers rose from 735 to 757, an all-time high. U.S. Sunday circulation also reached a record 54,939,242, up from 54,671,755.
- The number of U.S. weeklies increased from 7,602 to 7,666. Their circulation was the highest ever—45,035,092, up from 40,970,890.
- Canadian dailies numbered 119, one less than a year earlier. But Canadian daily circulation hit a new high in 1981—5,476,119, up from 5,391,119.
- The record $17.4 billion spent for advertisements in 1981 in U.S. daily newspapers was more than that spent for radio and television advertising combined.
- Canadian daily newspapers' 1981 advertising revenue total of $967 million also was the highest ever and also led all other media.

Information for the "Facts" booklet is culled from a variety of sources including trade organizations and government. Additional copies of the booklet are available from ANPA's Public Affairs Department at The Newspaper Center, Reston, Va. ☐

although the demise of The Bulletin in Philadelphia Jan. 29, 1982 is reflected in the E&P count, it was not among the newspaper suspensions cited by ANPA for 1981.

Another reason for discrepancies is that mistakes can be made. For instance, among the 21 newspapers that E&P researchers cite as going out of the daily column in 1981 were two that actually converted to weekly publication in 1980. The change in their status came to light this year via the questionnaire, researchers say, and in the game of "catch-up," they had to be included in the 1981 compilation.

Ironically, the E&P yearbook contains not only E&P's total newspaper figure but also ANPA's list of new dailies, suspensions, conversions to weekly and mergers.

Also ironically, ANPA does not maintain comprehensive statistics on newspapers being published in the United States but instead relies on E&P's researchers for those numbers. The E&P figures are cited each year in ANPA's "Facts About Newspapers" booklet, the latest edition of which is bound into this issue of presstime (see story, p. 58).

But even if ANPA were to begin surveying newspapers and publishing a yearly total, there is no guarantee its count would be the same as anyone else's.

"Everybody has a different way of deciding what is a daily and whether or not to include national dailies or business dailies, not just the general interest (newspapers)," notes Kathryn M. Ferguson, editor of the daily newspapers section of the E&P yearbook.

Although E&P primarily counts general-interest dailies, "We deviate from that a little bit," Ferguson says. For instance, the E&P count includes The Wall Street Journal, The Journal of Commerce in New York City and The Journal of Commerce in Seattle.

Likewise, ABC's annual study may include some special-interest dailies simply because they are ABC members, says spokesman Bennett.

How important is an accurate, annual daily newspaper body count, anyway? Newspaper analyst Bruce Thorp of Morton Research advises against putting too much reliance on it.

"It's a number for people to grasp onto to try to show what's happening in the industry," he says. "But numbers are only numbers. To understand what is really happening, you have to go in and see what papers are closing, what papers are starting up, what kinds of papers we are getting more of, what kinds of papers we have less of." □

Independent dailies growing fewer, all sources agree

No matter whose statistics you use, the number of independently owned U.S. daily newspapers is shrinking.

Only 538, or 31 percent, of the 1,730 U.S. dailies are independent, according to information compiled by the ANPA Membership Department. The rest are members of groups—defined as companies owning two or more newspapers in different communities.

Slightly different statistics were compiled by John Morton of the brokerage firm of Lynch, Jones & Ryan in his annual report on newspaper groups. According to Morton's statistics, 556, or 32.4 percent of U.S. dailies are independently owned.

In his April 2 Morton Research Newsletter, Morton reported that 1,159 newspapers are owned by 161 groups, up from 1,145 newspapers owned by 160 groups a year ago [presstime, March 1981, p. 56]. Group-owned dailies now constitute 67.6 percent of the nation's dailies, up from 65 percent. Morton used 1,715 as the number of U.S. dailies, a figure developed by the Audit Bureau of Circulations.

Morton also reported that groups accounted for 74.2 percent of U.S. daily circulation, up .9 percent over last year's figure.

Hoiles seeks Freedom breakup

Harry H. Hoiles, former vice chairman of the board of Santa Ana, Calif.-based Freedom Newspapers Inc., has asked Orange County Superior Court to order the involuntary liquidation of the company and the proportionate distribution of its assets among the stockholders.

He is the son of the founder of the group, R. C. Hoiles, who died in 1970 at age 91.

The family-owned corporation nationwide has 31 dailies, eight weeklies, a television station and a weekly shopper. Its flagship newspaper is The Register of Orange County.

Hoiles said in the suit that a court-ordered dissolution of the company is "reasonably necessary for the protection of the rights and interests" of himself and his immediate family.

In the alternative, he asked the court for actual and punitive damages from the other shareholders.

Among those named as defendants in the suit filed April 14 are his sister, Mary Jane Hoiles Hardie, and surviving family members of his brother, Clarence H. Hoiles, who died last Dec. 31.

Freedom President D. Robert Segal said the suit would be "vigorously" opposed. He said a court-ordered liquidation of the company would not be in the best interests of the stockholders or of the readers and advertisers of the newspapers.

"We plan to go ahead and operate as usual," Segal said. "In fact, we plan to announce expansion plans soon."

Earlier this year, Robert C. Hardie, publisher of the Marysville (Calif.) Appeal-Democrat, was elected chairman of Freedom's Board of Directors to replace C.H. Hoiles.

He also is chairman of the executive committee and is married to Mary Jane Hoiles Hardie.

Harry H. Hoiles said the majority of shareholders changed the bylaws of the company to permit the election of an executive committee by the directors instead of by cumulative voting of the shareholders. As a result, he said, he was eliminated from the executive committee at a Feb. 8 meeting. □

INPA adds Pacific Division

A Pacific Division of the International Newspaper Promotion Association was created in late April.

With worldwide membership of about 1,400 newspaper executives, INPA earlier had established a European Division.

INPA also is starting an international newsletter that will be published periodically in French and Spanish. The first issue is scheduled to be mailed this month from INPA's headquarters at The Newspaper Center, Reston, Va. □

AIR LINES
Herald
Tribune
STAR
Citizen
PRESS

Alberto Pacheco

Traveling newspaper minstrels lend expertise to tough jobs

By Clark Newsom
presstime staff writer

There is a special breed of newspaper executive that thrives on challenges and has the courage to take on difficult assignments. Members of the breed move from paper to paper, tackling the tough problems.

They usually leave behind a string of accomplishments, although sometimes the problems they encounter are insurmountable. Here are sketches of some of them:

• • •

The troubleshooter

N.S. "Buddy" Hayden arrived in Philadelphia in May 1980 to assume the job of publisher of The Bulletin. That particular career move was a short one, as he had only to move across the Delaware River from Camden, N.J., where Gannett Co. Inc. had sent him a year earlier as president and publisher of the Courier-Post.

But Hayden was unable to save The Bulletin. It folded last January [presstime, March 1982, p. 53]. And now he's off again, this time on a cross-country trek to another big-city daily feeling intense competitive pressures, the Los Angeles Herald Examiner.

Hayden does not want to talk about The Bulletin—"I've resisted post-mortems," he says—as he starts his new job as president of the Hearst-owned Herald Examiner.

The 45-year-old Hayden started in the newspaper business in 1958 as a copy boy for The Miami Herald. That year he moved to reporting jobs with the Albany (Ga.) Herald and Hickory (N.C.) Daily Record.

After a brief stint as a writer for a textile magazine in Greenville, S.C., he took his first managment job in 1960 as editor of the weekly Jackson Herald in Jefferson, Ga.

In 1962, he bought the weekly Hartwell (Ga.) Sun. He sold it five years later and went to the Athens (Ga.) Banner-Herald as associate editor, eventually moving up to publisher. The Banner-Herald subsequently bought The Daily News in Athens, and he became publisher of the two newspapers.

Hayden joined Gannett in 1972 at the Huntington (W.Va.) Herald-Dispatch and Advertiser (now The Herald-Dispatch) where he was president and publisher.

He admits he is career-oriented, and he let Gannett management know he was willing to move "to climb the ladder." There are always sacrifices, he notes. "I know one guy who owned three houses at the same time."

Gannett sent him to Salem, Ore., in 1976 as president and publisher of the Oregon Statesman and Capital Journal (now the Statesman-Journal) to solve a competitive problem with a strong, free-circulation weekly. Gannett's efforts in Salem during Hayden's tenure resulted in an antitrust suit against the company that was settled out of court last year [presstime, Aug. 1981, p. 17].

From Salem, Hayden was transferred to Camden, where "my basic assignment was to start a Sunday paper," which he did.

His career drive notwithstanding, Hayden maintains he is not a workaholic. "I know when to take off," he says. But he concedes he has a high energy level and doesn't require much sleep.

"Buddy is a hard-driving, results-expecting manager who demands a lot of himself and the people who work with him," says Robert W. Chambers, who was Hayden's executive editor in Athens and who is now publisher there.

Associated Press

Hayden (left) leaves newsroom after announcing The Bulletin's closing. At his side is Executive Editor Craig Ammerman.

Hayden was raised in Florida where he attended the University of Florida and the University of Miami.

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The goal setter

James H. Hale has held management positions with a dozen newspapers in five states, the first in 1953 as managing editor of the Lufkin (Texas) News.

Now 54 years old and publisher of the Kansas City (Mo.) Star and Times, Hale worked as a reporter on small dailies in his native East Texas before landing the Lufkin job.

In 1955, he bought a weekly, the Tyler County Booster in Woodville, Texas, which he sold for a profit five years later.

In 1960, while working as managing editor of the Henderson (Texas) Daily News, Hale says he "reexamined my goals in life . . . and decided I wanted to work for a newspaper entrepreneur and participate in equity." Answering a help-wanted ad, he discovered the Carmage Walls newspaper operations in the Gulf States.

"Fred Hartman hired me at The Baytown (Texas) Sun. 'All we have for you is opportunity,' he told me," Hale recalls. "I did not even ask what the pay would be. I worked as a reporter for a few weeks and they sent me to the Pasadena (Texas) Citizen as the representative of 50 percent of the ownership."

Traveling back and forth between Baytown and Pasadena, Hale learned the production end of the business during conversions to cold type and offset printing.

During this period with the Walls group in the early '60s, he served as "caretaker publisher" of The Daily Review in Morgan City, La., for "three or four months." Then he became publisher of the weekly La Porte (Texas) Liberal before returning to Baytown as general manager.

In 1966, Walls named Hale editor and publisher of The Altus (Okla.) Times-Democrat, where he oversaw conversion to cold type and offset printing. "We were one of the first purchasers of Compugraphic equipment," he says.

"One night in 1970, I got a call from Mr. Walls. He told me he had bought The Laredo (Texas) Times and asked me to go there and be editor and publisher. I was there just under two years when I got a call one morning. Mr. Walls' secretary was on the line. She said they had bought a paper in Clearwater, Fla., and a plane was on the way to pick me up."

James H. Hale

Hale ran the Clearwater Sun between 1972 and 1975, gaining experience in labor relations. "One day (in 1975) I got a call from John Sias, president of the publishing division of Capital Cities Communications Inc. He said they had bought the Fort Worth (Texas) paper and were looking for an executive vice president and general manager."

"I had a problem leaving Walls," Hale says. "He had let me accumulate a small equity (stock in about a dozen newspapers), which he bought back. But I left with his blessing."

Hale spent two years at the Fort Worth Star-Telegram before being named publisher of the Cap Cities-owned Kansas City papers.

He says he has moved so much because "I thrive on challenges." Still, with all the traveling, he notes that he has had only two employers in 22 years. "One thing I regret," he says, "I've never been back to visit any of those places."

Hale's mentor, Fred Hartman, is now board chairman of Southern Newspapers Inc. in Baytown. "The Carmage Walls-related newspapers have a large alumni scattered in key newspaper spots all over the world, and Jim Hale rates at or near the top," Hartman says. "He's one hell of a newspaper executive."

Hale is a journalism graduate of Baylor University in Waco, Texas.

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The editor

William F. McIlwain, 56, is editor of the Arkansas Gazette in Little Rock, one of the few cities in North America with competing morning dailies.

He was hired away from The Washington Star where he served as deputy editor and executive managing editor shortly before Time Inc. announced last summer that it was closing the newspaper. In fact, the Star was throwing a farewell party for him the day Time broke the bad news.

McIlwain is described by former employers as a man with "the courage to take on difficult situations," "a very talented man," "a first class guy" and "a superb editor."

The Lancaster, S.C., native started in the business in 1943 as the 17-year-old sports editor of the Wilmington (N.C.) Morning Star.

Following a stint in the Marines, he worked the police beat for the Jacksonville (Fla.) Journal, in sports for The Charlotte (N.C.) Observer, and as a reporter with The Sentinel of Winston-Salem, N.C.

His first management job came in the early '50s as night city editor of the Richmond (Va.) Times-Dispatch.

In 1954, Newsday of Long Island, N.Y., "offered me a job as its first chief copy editor," he says. With the exception of one academic year (1957-58) when he was a Nieman Fellow at Harvard University, McIlwain stayed at Newsday until 1970, serving his last three years there as editor.

He left to become writer-in-residence at his alma mater, Wake Forest College in Winston-Salem, N.C. He also wanted time to work on a book describing his successful battle with alcoholism. *A Farewell to Alcohol*, one of three books McIlwain has authored, was published in 1973.

By then, he was back in newspapering. In 1971, when it was considering the start of a tabloid newspaper, The Toronto Star had contacted McIlwain, a recognized expert in the tabloid field. The Star's tabloid never got off the ground, but he stayed with the Star as an assistant managing editor until 1973.

"You have to remember I was coming off an alcoholic rehabilitation program, and my career was starting over," he says.

An opportunity arose at The Record in Hackensack, N.J., in 1973, where he signed on as managing editor and remained until 1977, the year he became editor of Hearst's Boston Herald American.

William F. McIlwain

McIlwain says it became apparent that the Herald American was cutting its newshole and staff, and his reaction was, "You can't cut your way out of trouble." He wrote Murray J. Gart, editor of The Washington Star—"I didn't know him"—about a job.

Gart hired him in 1979 as deputy editor. Why go to the Star? "A paper in trouble is more susceptible to change," McIlwain says. "It's more fun, with a lot of camaraderie."

He was executive managing editor of the Star when he resigned to become editor of the Arkansas Gazette.

"Bill McIlwain is a first-rate editor who has helped us greatly during the past two years to sustain and improve the Star's quality, substance and durability," Gart said upon his resignation.

McIlwain, who was elected to the Pulitzer Prize Board last December, says he has never moved for the money. "If your job does well, the money follows it," he says.

He feels his greatest accomplishment has been in the personnel area. " The thing that pleases me the most is when the young people I've worked with turn out good," he says.

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The manager

Moving from paper to paper, sometimes on the payroll and sometimes as a consultant, James H. Smith has gained a reputation as a "turnaround" manager in converting red ink to black.

A former president of The Washington Star (1977-78), the 59-year-old executive contends that newspaper was "in a break-even position" when Joe L. Allbritton sold it to Time Inc. in 1978.

Smith left what he calls "a beautifully functioning newspaper," The Sacramento Bee of McClatchy Newspapers, where he had been general manager since 1973, for "idealistic" reasons—not for the money. "I wanted to help save a newspaper in the Nation's Capital," he says. "It was not that much of an increase (in pay)."

The Cornell University graduate got his start in the newspaper business in 1952 as labor relations manager of the Copley Press Inc.'s San Diego Union and Tribune. He was promoted to corporate director of industrial relations for Copley Press in 1963.

James H. Smith

In 1967, he left for The Christian Science Monitor in Boston to help the publishing company in its plans for satellite printing and to work toward reducing the excess work force "in a humane manner."

Smith "jumped to line management" in 1971 as general manager and vice president of the San Antonio (Texas) Express and News. He was president when Harte-Hanks Newspapers (now Harte-Hanks Communications Inc.) sold the newspapers to Rupert Murdoch in 1973.

The positions in Sacramento and Washington followed.

After leaving The Washington Star in 1978, Smith had a hand in the sale of the Anchorage (Alaska) Daily News to McClatchy Newspapers.

In 1979, he went to the The News-Sentinel of Fort Wayne, Ind., as a consultant in a general management capacity until the newspaper was sold to Knight-Ridder Newspapers Inc. in 1980.

Smith is now a consultant with the St. Louis-based Business Press Inc., publisher of business weeklies in that city and in Indianapolis, Philadelphia and Pittsburgh. The company plans to add papers in six more cities.

He says moving around the country was a positive experience for his wife and two sons. "We had some great adventures in some wonderful cities," he says.

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The group publisher

Fred G. Eaton has spent his entire 40-year newspaper career with Gannett. Publisher of The Sun-Bulletin and The Evening Press in Binghamton, N.Y., since 1978, he has been publisher at three other newspapers in the group.

The 60-year-old native of Saratoga Springs, N.Y., joined The Saratogian as a reporter in 1942 after graduating from Syracuse University. His first management job was in 1950 at The Journal in Ogdensburg, N.Y., then a Gannett paper, as managing editor. He returned to The Saratogian six years later as its managing editor and became editor and publisher in 1963.

"I was interested in seeing if I could produce at a larger paper and made my desires known," Eaton says. In 1971, after Gannett acquired the Port Huron (Mich.) Times Herald, he was sent there as editor and publisher.

He notes that employees are naturally concerned when a new owner takes over. Having a publisher who is familiar with the new owner's policies and who can implement them is important.

After successfully phasing the Michigan daily into the group, he moved again in 1976 after Gannett bought the New Kensington-Tarentum (Pa.) Valley News Dispatch to become Gannett's first publisher there.

Two years later he received the Binghamton assignment. He has been described as "the kind of person who assimilates into the community."

Fred G. Eaton

As to whether it is a good idea to move editors and publishers every so often, Eaton says you have to look at it from three points of view—personal, company and community.

If an executive has shown promise, a move to a bigger paper is a way of rewarding him or her.

For the company, a change in management is the best way to integrate a new paper into the group, he maintains.

However, from the viewpoint of the community, a newspaper can change its leadership too frequently, he says.

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Madelyn P. Jennings, Gannett's senior vice president/personnel and administration, also notes that the number of times an editor or publisher is changed affects readers.

On the other hand, she says, moving can be part of the growth plan for an executive. Experience in various markets is important to career development. In 1981, she reports, 85 percent of all executive promotions came from within the organization.

Gannett, as do other groups, has a formal, uniform relocation policy [presstime, April 1981, p. 42]. National statistics show that it costs an average of $38-40,000 to move an executive. And despite the recession, curbing reassignments to save money is not always feasible.

"You can't leave important spots open" at the company's 88 daily newspapers, Jennings notes, even though "a much closer look is being taken at the value of the move to the company and the individual."

Individuals, especially those in two-income families, also are taking a closer look at the cost of moving, "but there will always be a hard-charging group who will move," Jennings says.

Cleatis R. Carroll, personnel director of the Donrey Media Group in Fort Smith, Ark., says the company is "finding it a little more difficult to get people to move" among the group's 45 dailies, but "we are not consciously cutting back" because of the economic climate.

When buying a paper, Donrey will generally move in a manager who has had experience within the group, and there are constant promotions to larger papers, Carroll says.

Because groups have corporate staff to provide dailies with assistance in any area, there is no need for a Paladin "Have gun, will travel"-type publisher, one observer noted. ☐

Lee estate gives College of William & Mary funds to establish Bill of Rights institute

The estate of the founder of Lee Enterprises Inc. has given the College of William & Mary in Williamsburg, Va., a grant for establishment of an Institute of Bill of Rights Law.

The Alfred Wilson Lee and Mary I. W. Lee Memorial Trust Fund will allocate $250,000 per year for the next seven years with the possibility of an additional $2 million to $3 million after evaluations in the program's sixth year. The fund was established by Laura Lee, the couple's only surviving child.

The gift will provide additional professors of constitutional law, legal history and media law at the college's Marshall-Wythe School of Law. It is the single largest gift ever made to the college.

Institute organizers say they intend for the law school to become a "national center and resource for the study and research of constitutional problems related to the First Amendment and media law."

Arthur B. Hanson, ANPA counsel emeritus and one of three trustees of the Lee trust, said the Bill of Rights and particularly the First Amendment "make our country unique in the world in which more than 85 percent of the people are governed by totally different concepts of law or no law at all." ☐

Wall Street Journal plans new edition in Europe

Dow Jones & Co. Inc. plans to launch a European edition of The Wall Street Journal early next year. It will be edited in Brussels and printed in the Netherlands.

About 7,000 copies of the Journal currently are airlifted daily from the United States to Europe.

Since 1976, Dow Jones has published an Asian edition in Hong Kong and Singapore in partnership with four Asian publishing companies. Circulation has grown from less than 10,000 to more than 25,000.

Four days after the April 26 announcement of the new edition, Dow Jones said it will cease publication of Book Digest magazine, which it acquired in 1978. ☐

Bangor Daily News makes employee cuts

The Bangor (Maine) Daily News (morning, circulation 81,591) has begun a program of layoffs and incentives for voluntary resignations designed to trim more than 10 percent from the newspaper's staff of 310.

The newspaper announced March 1 the layoff of 23 employees and the elimination of about a half dozen previously unfilled slots.

Most of the cuts came from non-mechanical departments, including editorial and advertising, said Publisher Richard K. Warren. Many involved part-time positions at the newspaper's news bureaus.

Following that move, the publisher announced a program of incentives for voluntary resignation that he expects will enable the company to eliminate up to 10 positions in the composing room. Subsequently, an incentive program was announced to encourage resignations among management personnel as well.

Warren said that the economy in the Bangor area is no worse than that for the nation as a whole, but retailers there are switching heavily from ROP advertising to preprints.

Like many other publishers [presstime, April 1982, p. 51], Warren has projected that revenue this year will not keep up with rising costs for such things as labor, newsprint and transportation. The Daily News raised its single-copy price March 1 to 30 cents daily and 40 cents for the weekend edition. ☐

Canada's new constitution guarantees press freedoms

A constitution guaranteeing freedom of the press is now in place in Canada.

The British Parliament March 25 approved a resolution previously adopted by Canada's Parliament establishing the first-ever Canadian Constitution [presstime, Jan. 1982, p. 52]. The new document replaces the British North America Act.

Queen Elizabeth II traveled to Canada in mid-April to read a proclamation confirming the action. ☐

New York News wins reprieve of Tribune Co.

The New York Daily News will continue to be published under the ownership of the Chicago-based Tribune Co., representatives of the paper's 11 unions were told April 30 by Stanton R. Cook, Tribune Co. president and chief executive officer.

The company had been seeking a buyer for the money-losing newspaper since last Dec. 18 [presstime, April 1982, p. 53].

Cook said Tribune Co. is willing to back its belief that the News can again be a profitable newspaper "by investing a substantial amount of funds, depending on the amount of cost reductions we can develop with the unions' help."

Cook had announced April 28 that all discussions on a prospective sale of the News to Allbritton Communications Co. of Washington, D.C., had been "terminated."

April began with Joe L. Allbritton's signing of a letter of intent to acquire the News, contingent upon his gaining concessions from the unions that represent 3,800 full-time News employees.

Talks between Allbritton's negotiators and union representatives broke down before an April 25 deadline set by Allbritton, who had demanded a two-year wage freeze in a five-year contract and a cut of the equivalent of 1,600 full-time jobs from the payroll. ☐

Recent acquisitions

Gannett Co. Inc., Rochester, N.Y., has acquired three Mississippi dailies: Jackson Clarion-Ledger, circulation 65,220; Jackson Daily News, circulation 40,127; and The American, Hattiesburg, circulation 24,443.

Ottaway Newspapers Inc., a Dow Jones & Co. Inc. subsidiary, is acquiring the Santa Cruz (Calif.) Sentinel, daily circulation 26,621.

Richard Mellon Scaife, Sacramento, Calif., has acquired the 50-percent share of The Sacramento Union, daily circulation 103,701, from his former partner, John McGoff.

Roy H. Park, Ithaca, N.Y., has acquired The Robesonian, Lumberton, N.C., daily circulation 15,718. ☐

Newspapers warned about ads for '800 Club' phone scheme

Newspapers were warned in early April to look out for ads offering unlimited long-distance telephone service by a company called The 800 Club, allegedly operating from an address in Washington, D.C.

According to the U.S. District Court in New Bern, N.C., Harold K. Snyder, 26, was arrested there April 14 and charged with violating a federal mail fraud statute in connection with the ads. Snyder posted bail of $50,000 and was released.

Postal authorities in Maryland said in late April they were preparing to seek an indictment from a federal grand jury in Baltimore on charges stemming from the ads.

Insertion orders for the ads were sent to hundreds of newspapers across the country, according to the ANPA Credit Bureau Inc. As soon as it learned of the activity, the Bureau immediately alerted its members to possible problems with the ads.

In 1980, Snyder was convicted of mail fraud in connection with operation of his Raleigh, N.C.-based CompTel Inc.

Losses to CompTel subscribers who did not receive satisfactory telephone service and to newspapers that were not paid for running the ads totaled about $200,000, according to the Postal Service. Snyder is appealing that 1980 conviction and is free on bond while his appeal is pending.

Last summer, Snyder and Florist Communications Inc. began advertising another telephone service, this one in Maryland. He was ordered to pay "substantial refunds" to consumers in December 1981 after that telephone service was found to be in violation of the state's Consumer Protection Act.

An investigation at that time by the Maryland Consumer Protection Office found that Snyder's telephone service consisted of three lines operated from an office behind a hardware store. "We believe that over 500 customers paid in excess of $100,000 to Florist Communications for this long distance telephone service," Assistant Attorney General H. Robert Erwin Jr. said in December. Again, some newspapers that carried the ads were not paid.

According to the Maryland attorney general's office, Snyder paid no refunds, left the state and tried to declare bankruptcy.

In early April, newspapers began receiving ads for The 800 Club. The ads offered unlimited long-distance residential telephone service for $99 per month and unlimited business usage for $299 per month.

Several newspapers published the ads, but the ANPA Credit Bureau notified its subscribers to refer the insertion orders to them. Postal authorities and the Maryland attorney general's office also were notified.

Newspapers that published the ads are urged to send tear sheets and insertion orders to the ANPA Credit Bureau, The Newspaper Center, Reston, Va. ☐

Gannett, NY Times announce plans for 'nationals'

Two national newspapers, one that's just getting off the ground and another that has been around awhile, have announced printing plans for this year.

Gannett Co. Inc. said April 19 it will begin publishing USA TODAY on Sept. 15, initially serving a five-state area around the Washington, D.C., and Baltimore markets [presstime, Jan. 1982, p. 50].

The newspaper will expand into similar market clusters around Atlanta Sept. 20, Minneapolis-St. Paul Sept. 27 and Pittsburgh Oct. 4.

In the first quarter of 1983, the Monday-through-Friday morning daily will reach Chicago, Denver, Detroit, Houston, Los Angeles, Miami, New York, Philadelphia, San Francisco and Seattle, said Gannett Chairman and President Allen H. Neuharth.

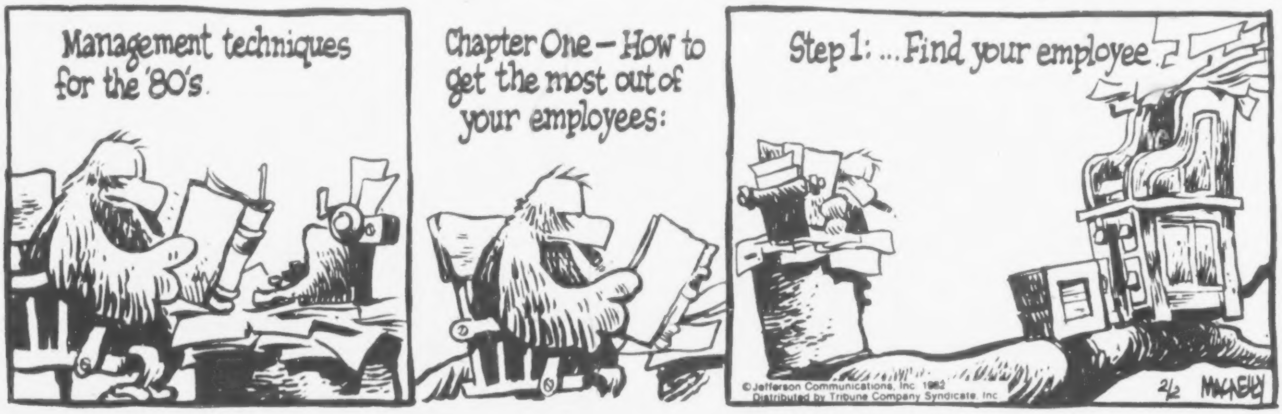
Two days after Neuhartn's announcement, The New York Times Co. said it will add a third printing site in Torrance, Calif., for its national edition. Copies of the newspaper will be printed at The Daily Breeze plant beginning in August.

National editions of the Times are now printed in Chicago and Lakeland, Fla. [presstime, Oct. 1981, p. 53].

The combined press run at the three plants for the Times' national edition is expected to be more than 100,000 daily and 200,000 on Sunday. ☐

'Shoe'

By Jeff MacNelly


Management techniques for the '80's.
Chapter One – How to get the most out of your employees:
Step 1: ...Find your employee.
2/2 MACNELLY

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ANPA committee chairmen, vice chairmen selected

Newly elected ANPA Chairman and President William C. Marcil has appointed the following new chairmen and vice chairmen, respectively, of the Association's standing committees:

Convention Arrangements—Ray Shaw, Dow Jones & Co. Inc., New York; Jacques-G. Francoeur, UniMedia Inc., Montreal

Environmental—Dr. Howard R. Brown, The New York Times; Kenneth E. Johnson, Apopka (Fla.) Chief

Membership—Edwin L. Heminger, The Courier, Findlay, Ohio; Lewis D. Whitehead, The Brandon (Manitoba) Sun

Postal—W. Gilbert Faulk, Dow Jones & Co. Inc.; Richard T. Schlosberg III, Harte-Hanks Communications Inc., San Antonio, Texas

Press/Bar Relations—Robert F. Erburu, The Times Mirror Co., Los Angeles; Katherine Darrow, The New York Times

Production Management Conference Arrangements—Kenneth C. Bronson, Stauffer Communications Inc., Topeka, Kan.; Joseph M. Ungaro, Westchester Rockland Newspapers, White Plains, N.Y.

Readership and Marketing—Robert C. Achorn, Worcester (Mass.) Telegram and The Evening Gazette; Virgil Fassio, Seattle Post-Intelligencer

Research and Development—John Sacchia, Hearst Newspapers, New York; Raymond R. Dittrich, News America Publishing Inc., New York

Research and Production—John B. Lake, Times Publishing Co., St. Petersburg, Fla.; Walter E. Mattson, The New York Times Co.

Technical Services and Training—Gene McDavid, Houston Chronicle; Robert L. Moyer, Small Newspapers Inc., Kankakee, Ill.

Telecommunications—Donald F. Wright, Los Angeles Times; Robert M. Johnson, The Dispatch Printing Co., Columbus, Ohio

Traffic—Hilton J. Wilson, The New York Times; Frank B. Lincoln Jr., Hearst Enterprises Division, New York

Training—Donald J. Barhyte, Multimedia Inc., Greenville, S.C.; Austin Drukker, The Herald-News, Passaic, N.J.

Several committees have returning chairmen but new vice chairmen. Those committees and their chairmen and vice chairmen, respectively, are:

Government Affairs—K. Prescott Low, The Patriot Ledger, Quincy, Mass.; George W. Wilson, Concord (N.H.) Monitor

Newsprint—Donald N. Soldwedel, The Yuma (Ariz.) Daily Sun; Homer E. Taylor, Scripps-Howard Supply Co., Cincinnati.

One committee has a new chairman and a returning vice chairman:

presstime ***Advisory***—Frank A. Bennack Jr., The Hearst Corp., New York; Lloyd Ballhagen, Harris Enterprises Inc., Hutchinson, Kan.

Continuing to serve as chairman and vice chairman are:

Labor and Personnel Relations—Darrow Tully, The Arizona Republic and Phoenix Gazette; Keith Fuller, McClatchy Newspapers, Sacramento, Calif.

Special Board committees and their chairmen are:

Audit—Warren H. Phillips, The Wall Street Journal, New York

Executive and Nominating committees—immediate past ANPA Chairman and President Katharine Graham, The Washington Post Co.

ANPA chairmen or vice chairmen on panels operated jointly with other associations are:

ANPA/American Bar Association Task Force—Robert F. Erburu, The Times Mirror Co., co-chairman

ANPA/Canadian Pulp and Paper Association Technical Section—Burnett M. Thall, Toronto Star Newspapers Ltd., vice chairman. □

Ray Shaw

Dr. Howard R. Brown

Edwin L. Heminger

W. Gilbert Faulk

Robert F. Erburu

Kenneth C. Bronson

Robert C. Achorn

John Sacchia

John B. Lake

Gene McDavid

Donald F. Wright

Hilton J. Wilson

Donald J. Barhyte

K. Prescott Low

Donald N. Soldwedel

Frank A. Bennack Jr.

Darrow Tully

Warren H. Phillips

ANPA services

Labor negotiation data available

The ANPA Labor and Personnel Relations Department provides information and advisory services to member newspapers involved in labor-contract negotiations.

- Ninety days before a contract expires, the department sends the newspaper a wage-survey packet containing wage comparisons for mechanical crafts, cost-of-living data and samples of contract language.

And on a semiannual basis, it publishes two different reports with information useful in labor negotiations and in establishing nonunion wage and salary programs:

- The Scale Report lists current and interim wage increases called for in members' contracts with primary mechanical departments and delivery drivers in the United States and Canada.
- The Key Classifications publication reports, for all contracts, top and starting reporter salaries; dollar differentials between top minimums for reporters, advertising salespersons and circulation district managers; and computer operations wage scales. In addition, it lists wages for white-collar newspaper positions in large cities.

To obtain further information on these and other services, contact the ANPA Labor and Personnel Relations Department at The Newspaper Center. ☐

This column reports on activities of individual ANPA departments.

New members

Highlander Community News

Hacienda Heights, Calif. (circulation 39,731). Terry Tebbs, publisher.

The Tifton Gazette

Tifton, Ga. (circulation 10,206). Robert E. Morrell, publisher.

World Press Encyclopedia surveys 180 countries

A survey of the press in 180 countries is compiled in the two-volume *World Press Encyclopedia.*

The 1,202-page reference books describe facets of each country's society, economy and form of government that affect the gathering and dissemination of information. Subjects covered include censorship, press laws, editorial policy, media ownership, training and education of journalists, advertising, readership, state-press relations and labor relations.

Researched and edited by George Thomas Kurian and aided by world journalists and scholars, the books were published by Facts on File Inc., 460 Park Ave. South, New York, N.Y. 10016. Cost is $120. ☐

Newspaper applications of antitrust law explored

The recent increase in antitrust litigation by and against newspapers was the inspiration for *Newspapers and the Antitrust Laws*, according to authors S. Chesterfield Oppenheim and Carrington Shields.

The 519-page book analyzes antitrust law and its application to the newspaper business in such areas as mergers, group ownership, the Newspaper Preservation Act of 1970, advertising and distribution.

The book is available for $35 from The Michie Co., P.O. Box 7587, Charlottesville, Va. 22906. ☐

Media impact on politics, society described

The impact of the media on American politics and power is explored in *Media Power Politics* by David L. Paletz and Robert M. Entman.

The 308-page book describes how newspapers, magazines, radio and television influence public opinion, and how media content "socializes Americans into accepting the legitimacy of their country's political, economic and social systems," Paletz and Entman state.

The book was published by The Free Press, a division of Macmillan Publishing Co. Inc., 866 Third Ave., New York, N.Y. 10022. Cost is $16.95. ☐

Newsprint prices

I was particularly interested in the graph you presented on page 40 in the January 1982 issue of presstime . . . showing what has happened to the price of newsprint since 1970.

Your figures are very accurate. I am not disputing the graph. However, it might be of interest to mention what has happened to the price of newsprint in relation to real dollars. The price of newsprint has remained very constant when related to the Consumer Price Index. In fact, I believe the present price is approximately 42 cents below what the price was in 1960.

Harry Chambers, President
Crofton Paper Co. Inc.

Denies news-agency ties

Inter Press Service strongly disagrees with the assertion made in the (March) issue of presstime (p. 20) that much of IPS copy is produced or adapted from national news agencies.

IPS's 100 correspondents provide more than 85 percent of the daily transmission. National news agency material makes up less than 15 percent of the transmission, and all of it is credited to the agencies themselves so that gatekeepers are clear about its origin.

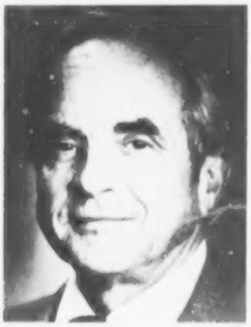
We are equally surprised by Dana Bullen's statement in the presstime article suggesting that IPS merely swaps government press releases around the world, and have provided him with a day's service so that he could see this is not the case.

Finally, IPS would like to state in the clearest terms possible that our policy to distribute such national agency material stems from our belief that IPS should do its best to provide all sources of information possible to the gatekeepers, especially such information they do not already receive.

And they, in the final analysis, are the ones who decide what to publish.

Roberto Savio, Director general
IPS Third World News Agency
United Nations, Room 485
New York, N.Y.

speeches



Charles S. Rowe

Clayton L. Hall

Fred W. Friendly

Ellen Berland Sachar

Single copies of the following speeches are available without charge from the Public Affairs Department at The Newspaper Center, Reston, Va.:

- **Meeting the Challenges of the Shift to an Information Society.** Allen H. Neuharth, outgoing ANPA Executive Committee chairman, and chairman and president, Gannett Co. Inc. Deadline Club, Society of Professional Journalists, Sigma Delta Chi, New York City, Feb. 24.
- **Testimony on the Reagan Administration's Executive Order on Classification.** Charles S. Rowe, editor and co-publisher, The Free Lance-Star, Fredericksburg, Va. Subcommittee on Government Information and Individual Rights, House Committee on Government Operations, Washington, D.C., March 10.
- **How to Improve the Quality of Writing in Your Newspaper.** Thomas Winship, editor, The Boston Globe. Eric W. Allen Memorial Lecture, Oregon Press Conference, University of Oregon, Eugene, Feb. 12.
- **Second Class Postage and Smaller Newspapers, Alternate Delivery Service, Selective and Total Market Coverage.** Clayton L. Hall, circulation manager, The Times, Thomasville, N.C. North Carolina Newspaper Institute meeting, Chapel Hill, Jan. 29.
- **Propane-Powered Trucks in Use at a Newspaper.** Frank Argue, fleet superintendent, The Toronto Star, Canadian Daily Newspaper Publishers Association production meeting, Vancouver, British Columbia, Feb. 26.
- **The Freedom of Information Act: An Important Time for Open Doors.** U.S. Sen. Patrick J. Leahy (D-Vt.). ANPA Press/Bar Relations Committee meeting, Washington, D.C., March 8.
- **The First Amendment Under Siege.** U.S. Sen. Joseph R. Biden Jr. (D-Del.). ANPA Government Affairs Committee meeting, Washington, D.C., March 9.
- **The Other Side of the Front Page.** Henry E. Catto Jr., assistant secretary of defense for public affairs. Texas Daily Newspaper Association annual meeting, San Antonio, March 15.
- **World Communications at the Crossroads: Life under a New World Information Order.** Dana R. Bullen, executive director, World Press Freedom Committee. Inter American Press Association mid-year meeting, Charleston, S.C., March 17.
- **Judges and Journalists: Whose End of the Boat is Sinking?** Fred W. Friendly, professor emeritus, Columbia University Graduate School of Journalism. American Judicature Society-National Conference of Bar Presidents joint luncheon, Chicago, Jan. 23.
- **Reflections on the Future of the Daily Newspaper.** Ellen Berland Sachar, first vice president and senior security analyst, Goldman Sachs investment firm, New York City, Feb. 16.

Speeches from the 96th Annual ANPA Convention are listed in the **convention report** section of this issue.

ANPA calendar

May

ANPA/New England Newspaper Association Labor Relations Seminar
Biltmore Plaza, Providence, R.I., May 10-12

ANPA Research and Development Committee meeting
ANPA Research Institute, Easton, Pa., May 11-12

ANPA/International Circulation Managers Association/Newspaper Personnel Relations Association/International Newspaper Promotion Association Circulation Managers Workshop
Radisson Hotel, Chicago, May 17-19

ANPA/RI Advanced Offset Press and Plate Seminar
ANPA Research Institute, Easton, Pa., May 17-21

ANPA/INPA Strategic Planning Seminar
La Coquille Club, Palm Beach, Fla., May 23-26

ANPA/Newspaper Advertising Bureau Newspapers and Marriage Mail Seminar
Amfac Hotel and Resort, Dallas/Fort Worth Airport, May 25

June

ANPA/American Bar Association Task Force meeting
Hyatt Regency, Minneapolis, June 4

ANPA Management Development Workshop
Radisson Hotel, St. Louis, June 7-11

ANPA/RI Management Introduction to New Technology Seminar
ANPA Research Institute, Easton, Pa., June 7-11

ANPA Production Management Conference
Dallas Convention Center, June 19-23

ANPA Executive Committee meeting
Fairmont Hotel, Dallas, June 21

ANPA Traffic Committee meeting
Dallas Convention Center, June 22

July

ANPA/RI Camera Techniques Seminar
ANPA Research Institute, Easton, Pa., July 12-16

ANPA/RI Basic Offset Press and Plate Seminar
ANPA Research Institute, Easton, Pa., July 12-16

ANPA Foundation/Minnesota Literacy Project Writing Seminar
University of Minnesota, July 18-23

August

ANPA/RI Direct Screen Color Separation Seminar
ANPA Research Institute, Easton, Pa., Aug. 2-6

ANPA/RI Management Introduction to New Technology Seminar
ANPA Research Institute, Easton, Pa., Aug. 16-20

ANPA/NPRA Newspaper Training Conference
Marriott Pavilion, St. Louis, Aug. 24-27

Jeanne Long
Congressional Inform. Serv.
4520 East-West Hwy, Suite 800
Washington, DC
20014

presstime

Journal [illegible]

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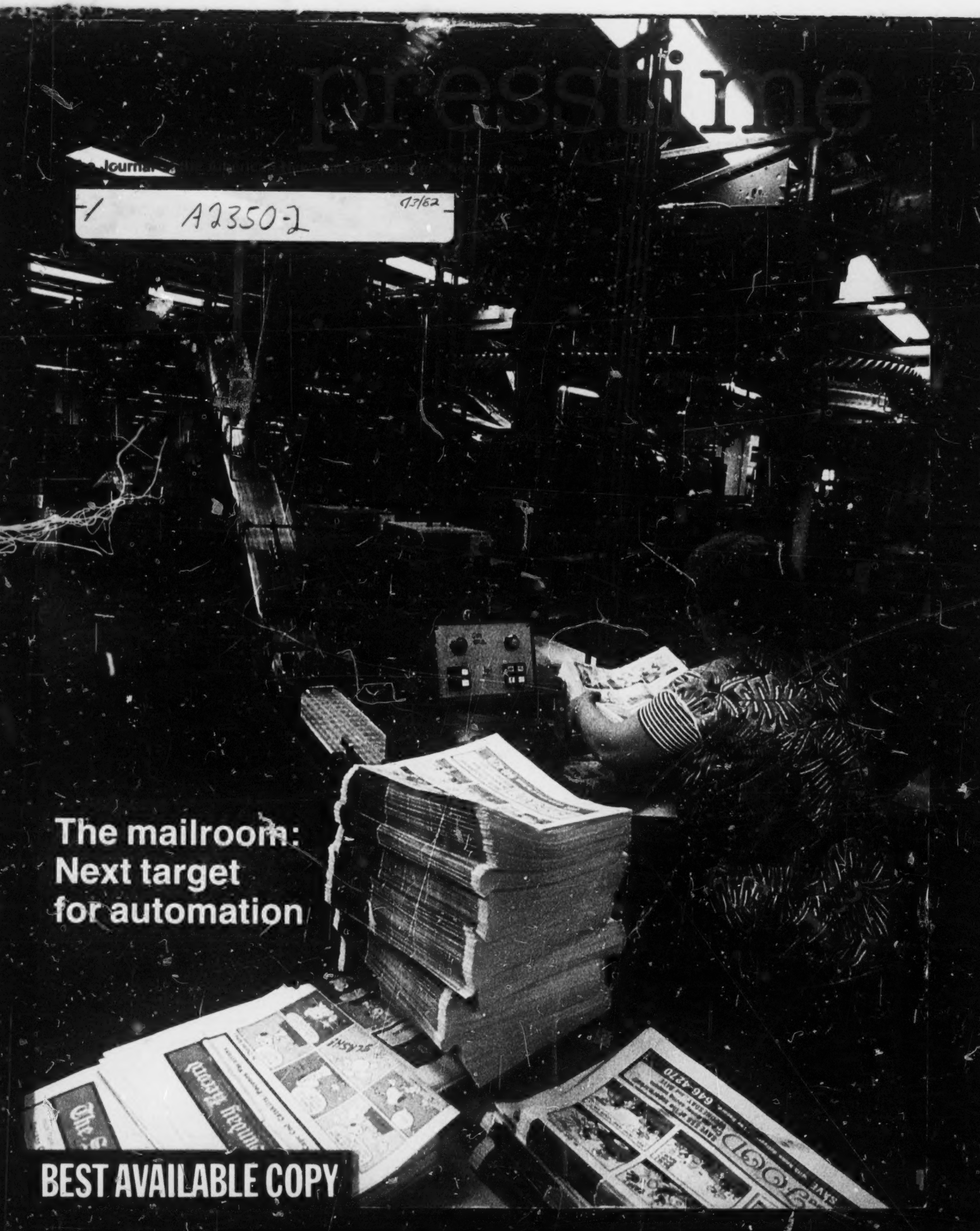
The Sunday Record
646-4270

The mailroom: Next target for automation

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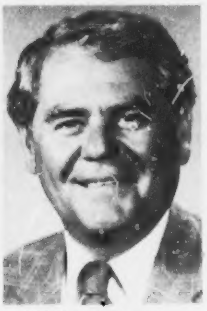
chairman's corner

Identifying the priority items for new ANPA administration

It's a pleasure to be visiting with you again from this column. Each month this forum provides me an opportunity to discuss with you important issues confronting ANPA and the newspaper business. I will take these opportunities to express my thoughts on these issues and, more important, to solicit yours.


William C. Marcil

As you know, the Association has adopted nine objectives as part of our new, strategic-planning process to help us continually advance the cause of a strong and free press. It will be my goal as chairman and president to address those objectives squarely and, with your advice, counsel and assistance, to meet in an orderly and effective way the challenges they offer.

Within the scope of those objectives, announced by Kay Graham in March, are some items that deserve our immediate attention.

One concerns our research facility's move from Easton, Pa., to The Newspaper Center in Reston. As work progresses at Reston, so must our attention to a smooth transition—one that preserves membership services and fairly meets the needs of our staff team. One of my responsibilities as vice chairman during the past two years was to monitor this consolidation of resources and enhancement of capability. As chairman and president, I will retain that responsibility and will see the process through to its successful conclusion.

Also on my immediate agenda is my desire that we maintain and strengthen relationships with media-related state, regional and national organizations and associations. Through increased cooperation and the open exchange of ideas and expertise, we will strengthen the newspaper business as a whole and will be able to address more effectively issues of mutual interest.

Other agenda items include the need for ANPA to make a greater effort to help newspapers increase readership and circulation and for us to take steps to consolidate our policy gains and our programs in telecommunications and other government-affairs areas.

These are among the challenges we must address today if we are to remain strong, competitive and independent tomorrow.

With our combined talents, experience and ideas, ANPA can continue to meet those challenges. I know you will help.

Bill Marcil

William C. Marcil
Chairman and President

ANPA

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index

presstime Volume 4, Number 6 June 1982

The mailroom:
Next target
for automation

MAILROOMS, p. 4 *(Cover photo by Carmine L. Galasso, The Record, Hackensack, N.J.)*

INTERNS, p. 24

FITNESS, p. 34

special report 4

While technological breakthroughs have led to transformations in virtually every other newspaper department, the mailroom remains the last major obstacle to automated newspapering. But that is about to change.

legislation 10

Senate Judiciary Committee approves an FOIA bill the press finds palatable.

courts 12

U.S. Supreme Court rules against a newspaper in one case, refuses three other press cases.

world press 14

Harassment of the media covering the Falkland Islands dispute brings barrage of criticism.

telecommunications 15

In comments to a federal judge, Justice Department defends settlement in AT&T antitrust case.

news-editorial 18

Seminar explores First Amendment implications of the new technology.

ASNE favors First Amendment rights for broadcasters.

profile 22

NAB President-elect Craig C. Standen was groomed early in life for advertising career.

essay 23

Attorney James C. Goodale says press should reconsider "voluntary" guidelines because of *Swedberg* case.

education 24

Economic conditions force some newspapers to curtail summer internship programs.

news research 26

New study of newspaper reporters and editors concludes many of them are out of touch.

training 27

American Press Institute schedules 11 seminars this fall, including one on West Coast.

advertising 28

An advertiser-sponsored sports report and comic strip are the latest in "advertorials."

newsprint 31

Canadian Paperworkers Union votes on final offer of two-year contract from Abitibi-Price Inc.

circulation 32

Some newspapers involved in alternate delivery are retrenching.

employee relations 34

A few newspapers foster fitness among employees with physical training programs.

technology 38

Program preview for this month's ANPA Production Management Conference in Dallas.

newspaper business 42

So far, the-bulkier-the-better is the way newspapers view their size.

Also in this issue

transportation 31
exchange 33
'Shoe' 33
ANPA news 46
letters 46
speeches inside back cover
ANPA calendar back cover

Automation knocks on mailroom door

By Tom Walker
presstime technical writer

It's a matter of not keeping up with the Joneses.

While technology has greatly reduced the number of workers in virtually every other newspaper department, most mailrooms remain labor intensive and the last obstacle to automated newspapering.

Up to now, newspaper owners have been preoccupied in most instances with reducing costs and improving efficiency in composing rooms, newsrooms and business departments through technology.

Now, however, the focus has shifted to achieving reductions in the mailroom. "It's generally regarded as the next newspaper area into which technology will be thrust," says ANPA Vice President/Technical William D. Rinehart.

Just how automated mailrooms are industrywide is unclear, says George Cashau, coordinator of operations at the ANPA Research Institute. He says "mailrooms range from totally manual operations to very sophisticated operations" in which machines automatically insert advertising supplements and preprinted sections into the main part of the newspaper.

But even in the more sophisticated mailrooms, people must be used to feed machines, handle materials and keep track of route designations.

The big need in mailrooms, according to newspaper production department personnel, is an on-line inserter that can function efficiently at optimum press speeds. Some manufacturers claim their inserters can operate that fast, but many newspaper officials who either have the machines or who have looked into buying them say that is just not the case.

Nor is the inserter the only piece of mailroom equipment that sometimes causes trouble. Rinehart says some users complain that automatic counters do not always give accurate counts of the number of newspapers in a bundle. Also, tying machines cannot keep up with high-speed presses on straight runs of about 55,000 to 60,000 papers per hour.

And while manufacturers say they are "doing whatever we can to make mailroom operations more efficient," most admit they see no major technological breakthroughs in the near future.

ANPA has recognized problems associated with mailrooms and is taking steps to address them.

A Distribution Task Force meeting was held in early April to begin work on developing a list of priorities for improving mailroom efficiency. A workshop on the subject will be conducted June 23 at the Production Management Conference in Dallas (see story, p. 38).

But until such efforts bear fruit, the dream of inserting ad supplements and preprinted sections at maximum press speed, and of moving the newspaper from the folder to the delivery truck untouched by humans, remains just that—a dream.

Why the concern? Mailrooms have become a focal point of concern because of increasing revenues from ad inserts, because mailroom operations are so time-consuming, and because of their soaring operating costs.

"Inserting equipment is very expensive," ANPA/RI's Cashau says, "and if you don't buy the equipment, then you have to hire more people as the number of inserts increases." He also notes that "inserts cause bigger newspapers, and with bigger papers you get more bundles, which increase a newspaper's handling costs."

In most mailrooms, such as this one at The Daily Journal in Kankakee, Ill., workers still stuff inserts manually.

Inserters range in cost from $50,000 for a single unit to nearly $1 million for an elaborate, state-of-the-art installation, Cashau says.

Counter stackers—machines that stack papers into bundles of predetermined size—are not cheap either, running from $25,000 to $75,000, depending on their degree of sophistication.

Add to these figures conveyors at about $200 per foot, and tying machines at between $25,000 and $30,000, and equipment costs can be enormous.

> ***"Computers overran us. The mailroom was caught. They were just in leftover space. Now we have to get sophisticated in what we do."***
>
> **Ronald L. Rickman**
> **Quad-City Times, Davenport, Iowa**

"Hand inserting is relatively cheap, depending on wages paid the inserters," Cashau says, but it takes a lot of people to do what one machine can do. The average hand inserter can stuff an insert at a rate of about 1,000 per hour, while the average machine inserters can handle the same job at about 10,000 to 20,000 an hour.

Mailroom employees earn anywhere from minimum wage to more than $10 per hour. "Full-time workers generally are paid fairly high," he says. "Part-time workers, usually college students and housewives, are paid less and receive few if any fringe benefits. Most newspapers (that stuff by hand) have a combination of full- and part-time workers."

These workers can be used for either on-line or off-line inserting; materials handling, which someday may be done by robots (see story, p. 6); and bundle identification. Most can perform several of these tasks, and, as in most jobs, they can move up to supervisory positions.

The changing mailroom. Stuffing by hand was the only way newspapers could add sections to the normal press run until recent years.

Harry E. Coggins, vice president and director of alternative distribution systems at The Greenville (S.C.) News-Piedmont and past president of the International Circulation Managers Association, recalls that "40 years ago, the mailroom was a hand operation all the way through. We were even taking them (newspapers) off the folders and rolling them on carts to the mailroom where they were counted and labeled by hand."

(The term mailroom itself is somewhat misleading. While 90 percent of total daily circulation in the United States was sent through the mails in the early 19th century, that figure has dwindled to less than 5 percent today.)

As circulation grew and press speeds increased, the need for new machinery in the mailroom became apparent. And when there was a demonstrated market, manufacturers usually obliged.

The first piece of machinery designed to speed mailroom processes—the conveyor—came along in the early 1940s.

Automatic string tiers appeared in the mid-'40s. They were improved following World War II by the use of wire, which produced quicker response time at the machine but didn't reduce the labor required. In the last 15 years, wire has been replaced by plastic.

In the 1950s, automatic counter stackers came along. "They have gone through a remarkable but slow development until now they are computerized," Coggins says.

A modern mailroom operation today involves several pieces of equipment that, with human help, move the newspaper from the press and deliver it to the loading dock inserted, bundled, wrapped and tied. It works like this:

- As the newspaper stream leaves the press folder, it is fed onto a conveyor that takes it to a squeeze roller. The squeeze roller tightens the fold in the newspaper for better manageability.
- From the squeeze roller, the newspaper moves along the conveyor to a counter stacker, which makes the bundles. The number of newspapers in a bundle is determined by the size of the day's newspaper, and the counter stacker can devise bundle sizes either manually or by computer.
- From the counter stacker, the bundle is conveyed to a bundle-top machine, which places on top of the bundle a sheet of paper designating the route and the number of papers included.
- Again moving along the conveyor, the bundle comes to an automatic bottom-wrap machine, which places a protective sheet of paper under the bundle.
- Next stop along the conveyor is an automatic tying machine.
- From the tier, the bundle moves along the conveyor to the loading dock, where it is placed into a truck for delivery.

Inserting of preprints adds steps to this process.

It usually is done in one of three manners—by hand, by off-line machine or by on-line machine.

In the case of on-line machine inserting, the newspapers are taken by conveyor from the folder to the inserter, and from there to the counter stacker.

In the case of either hand inserting or off-line machine inserting, following the counter-stacker operation, the papers are manually removed from the conveyor stream, placed on pallets and moved to the inserting areas. After inserting, they are put back into the stream before the bundle-top step.

All in all, it's a far cry from the mailroom methods of yesteryear. But the machines of even the most up-to-date newspaper mailrooms require a lot of people to run them, notes John Irvin, assistant operations manager at the St. Petersburg (Fla.) Times and Evening Independent.

"Users have been blasé," he says, "and there has not been enough demand (for technological improvement), but I think that is changing."

Until recently, "There were just not as many savings to be realized there (the mailroom), so the need has not been there," says The Greenville News-Piedmont's Coggins.

Publisher Ronald L. Rickman of the Quad-City Times in Davenport, Iowa, says "Computers overran us. . . . The mailroom was caught. They were just in leftover space. Now we have to get sophisticated in what we do."

According to J. A. Cooper, assistant vice president/operations at The Washington Post, that sophistication lies just ahead. "The mailroom is the prime candidate for automation. Ten years from now you will see an entirely different operation."

The insert boom. Inserts are causing the clamor for mailroom changes. Talk to a newspaper executive about mailroom problems and the discussion quickly turns to inserts. Talk of money and you talk about inserts. Talk of machinery that is needed and you talk about inserts. Talk postal matters and you talk inserts.

The reason is revenue, and some of those executives say inserts are the single biggest moneymakers for newspapers.

While inserts are not a recent phenomenon for newspapers, their growth is. Newspaper Advertising Bureau figures show that the volume of inserts in U.S. dailies more than tripled during the '70s, from 8 billion to more than 27 billion. Most notable reasons for the spurt are increases in postal rates for mailed advertising circulars and higher quality printing for ad supplements.

The revenue potential from inserts puts more pressure on mailroom operations to function efficiently. The Washington Post's Cooper puts it this way: "Mailrooms have always been a cost center, but they will be a profit center, depending on the number

There may be a robot in your future mailroom

It is science fact not fiction that robots can and do perform tasks once handled only by their flesh-and-blood counterparts. It is common to find "mechanical men" slaving away in factories both in the United States and elsewhere, particularly Japan.

About 5,000 robots are at work in U.S. industries, up from only about 1,300 in 1979, and conservative estimates put the growth for the rest of the '80s at 25 to 30 percent annually. Most of the existing robots are used to forge, weld, spray paint, cast dies, load machines and inspect automobile bodies.

But what about their applications for the newspaper business? Are they feasible?

It would appear that although none of the mechanical monsters are as yet fixtures at newspapers, they do have a future there, particularly in mailrooms where the work is repetitive and where loads often are heavy.

"I think there has to be a future (for robots)," says Larry Strutton, vice president/production at the Detroit Free Press. "There is no question that they can be used for such things as palletizing and depalletizing."

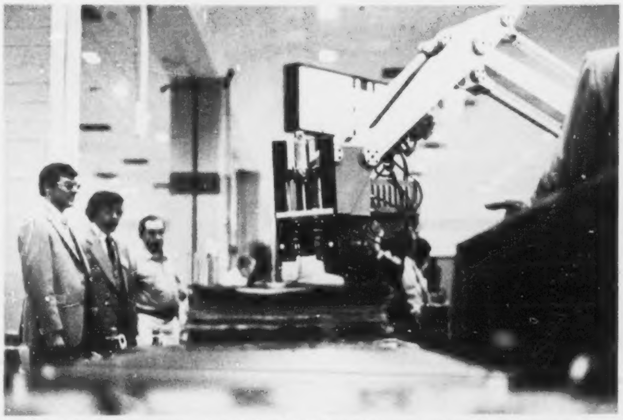
Because most robots deal with "hard parts," such as steel, there has not been a great deal of experience with "softer" products like newspaper bundles. Ray Wright, sales agent for Unimation Inc. of Danbury, Conn., this country's largest robot manufacturer, says this means "there is a hand-tooling challenge, because you can't tear bundles."

Wright says his firm has not gone out actively to recruit newspaper clients because "we've been swamped just handling people who come to us."

But at least two companies have been looking at newspapers as potential buyers. WMI Robot Systems, which showed a robot at last year's ANPA Production Management Conference [presstime, July 1981, p. 14], has placed a system in commercial printing plants and has discussed the system with some newspapers.

"The problem is not with the soft material," maintains President John Green, "the problem is with the cost of the robot system versus the utilization in a newspaper. The cost is not that great, but the pay-back period is just not there." Robots cost an average of $70,000 apiece.

He says it looks as if robot applications in newspapers will focus on preprint runs where the robot would take preprints to and from inserting machines. "At some point in time, people with greater vision than I will apply them to newspaper use," says Green.



Robot was shown at '81 Production Management Conference.

That visionary may be on the scene soon. Tokyo Kikai Seisakusho Ltd., the Japanese press-manufacturing firm, has joined some 150 other Japanese firms in robot production.

James R. Price, president of Taft Equipment Sales Co. of Chicago, which represents TKS in the United States, says the firm has placed robots in Japanese steel mills and is conducting a feasibility study of potential robot use in newspapers.

Robots so far have been used mostly in dull or dangerous jobs in factories, and humans have not really minded their introduction, according to trade reports. But work is continuing on developing robots with much wider applicability, and unions are getting nervous.

Within the next five to 10 years, robots are expected to be able to "see" and "feel," and therefore be able to perform tasks that are not so menial. And, according to a study by Carnegie-Mellon University in Pittsburgh, as many as one million workers could be replaced by robots by 1990.

Some unions are bargaining for concessions from management in areas such as advanced warnings that robots are on the way and in retraining programs for employees being replaced by robots to enable the workers to remain in the work force. ☐

of inserts papers receive."

And that number is likely to increase. "At least in the foreseeable future, preprints are the way major advertisers are going to go," says Rickman of the Quad-City Times.

Marriage mail—a direct-mail system in which several ad supplements are stuffed into a wrapper or simply bunched as a single unit—also has increased mailroom pressure at those newspapers that have adopted the system, usually as part of a total-market coverage program.

"Marriage mail can almost double the revenue going through the mailroom," says Publisher Thomas Missett of The Blade-Tribune in Oceanside, Calif.

Space, labor problems. With increasing numbers of preprints comes one of the major problem areas for mailrooms—space. Sometimes there simply is not enough room to store all the inserts that are awaiting stuffing.

"There are very few mailrooms that have adequate space for storage," says James Hitchman, national production director of Ottaway Newspapers Inc. of Campbell Hall, N.Y. Careful inventory control is the answer, he says.

Irvin of the St. Petersburg dailies brings up a related problem—the tremendous size of some of the equipment, particularly automatic inserting machines. "Mailrooms are either encroaching into other areas of the building or are expanding," he says, "but the size of equipment complicates the matter."

Another problem can be the availability of people to staff mailrooms. The hours there—sometimes in the middle of the night—limit the potential pool of workers. Also, during holiday seasons, when the number of inserts increases, people often do not want to work.

Then there are the concerns of organized labor that must be dealt with.

According to Roy W. Anderson, ANPA vice president/labor and personnel relations, "The mailroom is the next big area of concern for labor organizations because it is the next area technology will move into."

He says current employees "will have to upgrade their technical skills as other mechanical craftsmen have in the past," or be faced with "obsolesence and loss of value to their organizations."

It will be imperative for both management and labor to determine how employees can be more flexible with "broader skills in operating and maintaining equipment," Anderson notes.

Organized labor is more concerned with outside organizations performing tasks that could be done in newspaper mailrooms than it is with encroaching technology.

"Technology will reduce the number of people in mailrooms only if the work being done outside is not brought into the newspaper," says Allan J. Heritage, third vice president of the International Typographical Union, which represents about 13,000 mailroom workers.

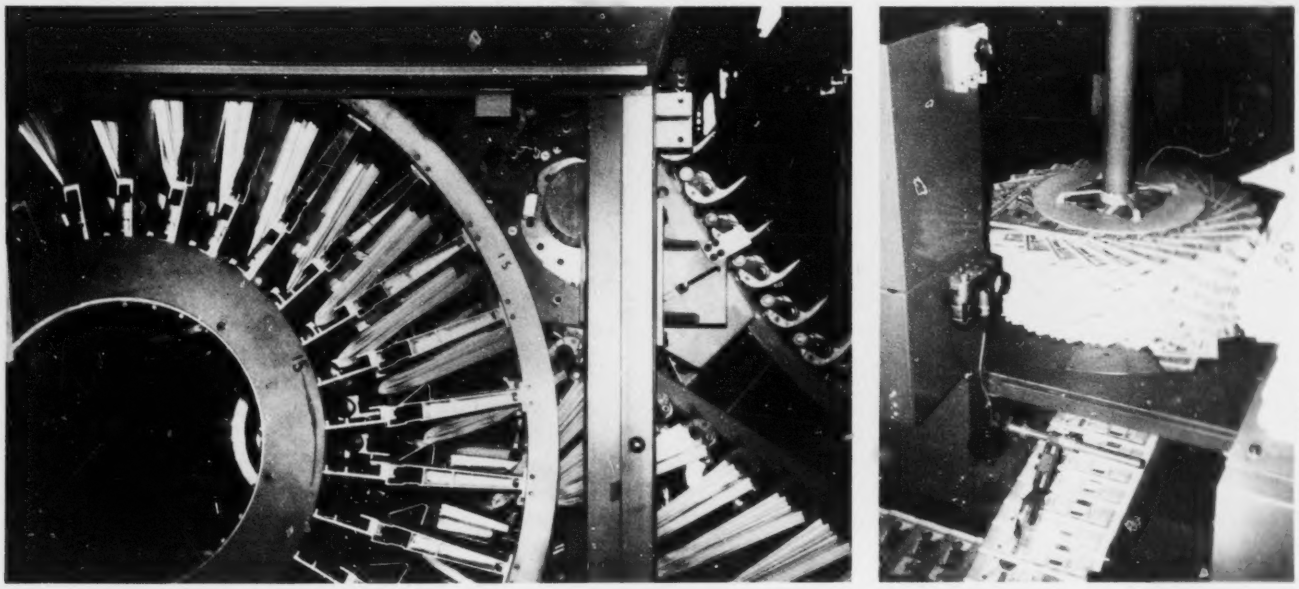
He notes that "the real threats" to mailroom job security come from alternate distribution centers and inserting being done by carriers.

The speed problem. But the biggest obstacle to a truly automated mailroom today is not a personnel problem—it's that much-lamented technical one, speed. Online inserting equipment cannot keep up with presses, particularly when they are on straight runs.

Production Director Glen D. Skelton of the Omaha (Neb.) World-Herald says automatic inserters "are advertised to go at press speeds, but they don't."

Fast front-end, composing room and pressroom systems have placed an added burden on mailrooms to get the product out with dispatch. Deadlines can be made later because of time savings from these areas, but mailrooms often cannot keep pace, observers say.

Kenneth Daniels, mailroom supervisor at the Asbury Park (N.J.) Press, says, "If the mailroom doesn't function right, the product won't get out. This end has really got to run better than any other end of the plant. Everyone else can be late, but we can't."



The Record, Hackensack, N.J.

A Ferag automatic inserter drum (left) receives the main newspaper stream while spiral depalletizer (right) sends preprints along conveyor.

The makers of mailroom equipment agree that the major need in the mailroom is the on-line inserter that can operate at press speed.

Some say they can keep up with press speeds of up to 40,000 papers an hour, but that is using more than one inserting machine in a so-called "double-out" mode. In "double out," the newspaper stream is parted into two separate streams when it comes to the inserter. Each of the streams is taken by conveyor to a separate inserter, usually arranged in a loop. One of the problems with this system is that if one side of the [illegible] breaks down, the other side will too, because both are driven by the same motor.

"You just can't base a decision on whether to go . . . to automated-inserting solely on money."

Harry Coggins
The Greenville (S.C.) News-Piedmont

However, Theordore B. Weiberg, national sales manager of McCain Manufacturing Corp. of Chicago, says, "I haven't seen inserters doing (as many as) 20,000 papers per hour." He says his company, which is one of the leading mailroom equipment manufacturers in the country, has found that most newspapers haven't seemed very anxious to modernize over the last year or so, "probably because of the downturn in the economy."

Jules Farkas with Harris Corp. of Champlain, N.Y., says his company offers three classes of on-line inserters ranging from 16,000 to 40,000 papers per hour, well below maximum press speeds.

And yet the old "press speed" bugaboo also haunts the manufacturers. According to William Milkofsky, marketing manager of Hauppauge, N.Y.-based Muller Martini, "If you are talking about press speeds, you can crank an electric motor to run as fast as you want, but that doesn't mean it will reliably insert."

When asked if his company has an inserter on the drawing board that approaches press speeds, Milkofsky replies, "There is nothing on the market that I can speak about at the moment that will operate at press speeds."

In answering the same question, an official of Ferag Inc. of Bristol, Pa., is equally vague. "Right now we are going to improve all existing systems in an effort to do better and more efficient jobs of handling all mailroom functions," says Vice President Walter Hatt.

When to automate. For a newspaper with an increasing volume of inserts, the most basic problem of all is deciding when to automate. There is no simple rule of thumb that says when a newspaper reaches a certain volume or circulation, presto, it's time to take the plunge. But there are some generalities that apply.

"The degree of automation depends on cost savings. If it is cheaper to do it by hand, then do it that way," says Cashau. "There are just so many people that you can place into an area to do a certain job. When you reach a saturation point, machines can work faster and do a greater volume using the same space."

"You just can't base a decision on whether to go from hand-inserting to automated-inserting solely on money," says The Greenville News-Piedmont's Coggins. "You have to look at your necessity of speed (the larger the newspaper in terms of number of pages and preprints, the faster the presses must operate) and the number of inserts you have."

And because of "sheer economics," the smaller newspaper has "a definite advantage over large newspapers and can automate faster," according to Cooper of The Washington Post.

Cashau agrees. "The smaller papers probably will automate faster because they don't have to buy as much equipment and their overall operation is simpler," he says. "The larger the circulation, the more automated the newspaper must become. The larger newspapers have more products and more zones for different products."

Another aspect that must be explored, according to the Omaha World-Herald's Skelton, is the thickness of a given newspaper copy. "The biggest hangup about inserting is not that you can't do it. The size becomes the problem because more inserts make bigger products, and there just isn't a machine available" that can handle large end products.

Three who have automated. The case histories of three newspapers that opted for automation can be instructive:

- The Record of Hackensack, N.J., last year nearly doubled its mailroom to include 5,200 square feet of storage space.

The newspaper had purchased a Ferag inserting system for one of its three press lines about a year before the expansion and will add a second when a new press line is installed around the first of July.

Currently, the newspaper is using the Ferag system (shown on the cover of this issue) in both off-line and on-line modes. The second Ferag system will be used only on-line, according to Robert Meyer, mailroom general manager.

Meyer says The Record inserts seven to 10 preprints a week in its daily paper. About 54,000 copies of the newspaper's 160,000 daily press run are inserted via the Ferag in an on-line mode. The remaining 106,000 papers from the other two press lines are "topped" with the inserts for carriers to stuff before delivery.

Also, Meyer says, the Ferag system, which features an automatic spiral palletizer/depalletizer, is used off-line during the week to insert preprints for the Sunday package.

The number of people in the mailroom has not decreased since the first Ferag system was purchased, he says, "but we will probably get into that" when the second Ferag is bought.

- Using one small inserter with six "heads," or stations, for inserting and one larger inserter with 12 heads, The News and Courier (morning, circulation 68,785) and The Evening Post (38,600) of Charleston, S.C., can keep up with press speeds of 40,000 to 50,000 an hour. But the papers use 36 hand inserters as well, says

Assistant Production Manager John Nix.

Even with the automatic inserters, Nix says they have to pre-insert the Sunday package using the comics as the jacket, or insert holder.

Before they bought the first inserter about four years ago, the papers had trouble keeping up with the presses using 10 fewer hand inserters. "Then after a couple of years we found that we had customers that wanted to sell more preprints than we could handle and we had to start turning people down," Nix says.

Now, he says, "We don't turn anyone down unless the size or shape of the product won't work in the machines." He says the current system, even with more hand inserters, has been more cost-effective. And with the heavy volume, "payback doesn't take long."

"Total automation is possible, but the package as we know it today may have to change."

J. A. Cooper
The Washington Post

Nix explains that the pre-inserting method is used in such cases as the Sunday newspaper "when we may be putting 12 to 14 pieces together. It would be next to impossible to have hand inserters put that many pieces in one package. It would take forever to do it.

"But we can take the machines, and using them off-line, put the packages together into one package, then have people on the conveyor line insert economically."

- At the Asbury Park (N.J.) Press (evening, 112,915), the mailroom equipment consists of two on-line inserters, eight stackers, four strapping machines, a bottom wrapper and a conveyor. And by using 12 people on the inserting machines, the newspaper has "no trouble in 'double-out' keeping up with press speeds" of about 36,000 papers per hour according to Daniels. He says the newspaper averages about 36 daily and around 60 Sunday inserts a month.

If the newspaper gets more than five inserts—which occurs most Sundays—it has to pre-insert with the automatic inserters off-line, Daniels says.

One that hasn't automated. But just how important is it to automate the mailroom, anyway? That depends on newspaper management and its philosophy.

Robert L. Moyer, vice president of Small Newspapers, which owns The Daily Journal of Kankakee, Ill., says that newspaper—which has no inserting equipment—stuffs as many as 40 million inserts yearly into the Journal and another paper printed in the Kankakee plant.

Terry LaVoie, mailroom supervisor, says about 25 people pre-stuff inserts into a single package; 27 more slide the insert package into the papers coming off the press, and he says they can keep up with press speeds of 25,000 papers per hour.

"We can slow down the press," says Moyer, "but we prefer to set off some of the papers onto a pallet for later inserting" if the inserting slows down. He says hand inserters are paid $3.75 per hour until they learn their jobs, then they are raised to $4.15 per hour. There is a 50-cents-an-hour incentive pay increase for work after midnight, Moyer says, and trainers receive $4.40 per hour base pay.

Moyer sees two basic problems with mechanical inserting: You still need people to feed the machines; and the machines often run at about half their rated speeds.

But the main reason The Daily Journal prefers not to automate relates to a sense of community involvement. "We have no trouble finding people, and some of these kids are the principal financial support for their families. If we can stay anywhere near the break even point, we are going to keep our people," Moyer vows.

A look at the future. The Kankakee daily obviously is sticking to the old way of doing things, at least for the time being. But how about the future, businesswide? Is the utopia of total mailroom automation obtainable? Some say yes, some no, some maybe, and some say it may not be such a good idea anyway.

Joseph Bright, director of data processing at the Bucks County Courier Times in Levittown, Pa., says yes: "Complete automation will be achieved. It's just a matter of time."

The Greenville News-Piedmont's Coggins says no: "I question that complete automation can be accomplished. Mailroom tasks can be accomplished with 50-percent fewer people than now are used. It will take a tremendous capital outlay to do it (automate), to say nothing of the research that would be involved. We are slowly on the road. It's just now becoming evident that we need to do more."

The Washington Post's Cooper says maybe: "Total automation is possible, but the package as we know it today may have to change. We may have to put the product in a box." He said present-day newspaper bundles are not stable enough to be left unattended in a mailroom.

"If you take into consideration the inserting aspects, plus the number of advance runs that we now have, that are inserted, then you get into an altogether different problem . . . this would preclude total automation in the near future," Cooper notes.

Ferag's Hatt and the Quad-City Times' Rickman have reservations about the necessity of a totally automated mailroom.

Says Hatt: "I have doubts about 100-percent automation. You can automate 90 percent for a certain amount of money. Then the final 10 percent would cost about three times more than the initial 90-percent cost."

Rickman is particularly cautious when discussing the on-line inserter, a major requirement for total automation: "I don't think it has been proved that it is a definite need for all newspapers. We have to be careful not to lock ourselves into something. We have to be flexible." ☐

ANPA/RI can help with mailroom problems. See story, p. 41.

New Senate committee bill saves core of FOIA

By Margaret Genovese
presstime staff writer

Worried by the recent onslaught of governmental initiatives to weaken the Freedom of Information Act, press representatives are hailing the Senate Judiciary Committee for unanimously approving a bill that preserves the "core" of the federal access law.

The press had lobbied hard against earlier versions of the legislation, including a proposal by the Reagan administration, that they contended would have "gutted" the FOIA.

After the committee May 21 rejected many of the weakening provisions, seven press organization issued a joint statement calling the action "a step forward in the battle to preserve the essence of freedom of information in our free society."

The committee-approved legislation was offered as a substitute for the bill reported last December by its Constitution Subcommittee. The press groups called the substitute "distinctly preferable" to the subcommittee bill.

But at the same time, they cautioned that further "improvements and revisions will be necessary."

Signing the joint statement were ANPA; the American Society of Newspaper Editors; National Newspaper Association; Reporters' Committee for Freedom of the Press; Society of Professional Journalists, Sigma Delta Chi; National Association of Broadcasters; and Radio-Television News Directors Association.

The Judiciary Committee's action could turn out to be the last FOIA skirmish to be fought in this Congress.

Observers say that if those who want more drastic revisions in the FOIA vow to amend the committee's bill, it likely will not be called up by Senate leaders for fear of tying up the legislative process so late in the two-year congressional cycle.

And the chairman of the House subcommittee with jurisdiction over the FOIA has said his committee will not begin work on the legislation until the Senate passes a bill.

The new bill was the product of months of negotiations between Subcommittee Chairman Orrin G. Hatch (R-Utah) and Sen. Patrick J. Leahy (D-Vt.) in which press representatives were closely involved [presstime, May 1982, p. 35].

The press groups praised Leahy for his leadership on the bill and also cited the work of Sens. Hatch, Dennis DeConcini (D-Ariz.), Joseph R. Biden, Jr. (D-Del.), Arlen Specter (R-Pa.) and Charles E. Grassley (R-Iowa), all members of the Judiciary Committee.

The bill makes no change in the exemption in the FOIA for business trade secrets. The administration, with the support of business organizations, had sought to broaden the exemption in a way that some press representatives said would have put business information out of the reach of the act.

The bill would establish so-called "reverse-FOIA" procedures that would allow those submitting business information to object to its release under the FOIA. ANPA had supported this proposal.

The bill does not exempt from release information compiled in law enforcement investigations of terrorism or foreign counterintelligence. The Reagan administration had sought such an exemption. The bill would, however, exempt from disclosure for up to eight years information relating to investigations of organized crime.

Two new categories of exempt information would be created—technical data that may not be exported lawfully outside the United States without government approval, and Secret Service records or information that could reasonably be expected to hamper that agency's protective mission.

But the bill does not include a Reagan administration proposal to exempt records generated in connection with settlement of a legal action involving the federal government, or in which the government has an interest.

The press arguments substantially prevailed in the matters of fees and time limits for agency response to FOIA requests.

The bill requires the establishment of uniform fee schedules, maintains the public-interest-fee waiver of current law, and requires that agencies not charge, or charge at a reduced rate, noncommercial FOIA requestors such as the press for search and duplication.

It preserves the current limit of 10 days to respond to a request and an additional 20 days to decide an appeal of denial of records. It allows extensions in "unusual circumstances," but not to exceed 30 working days. Currently, extensions of 10 days are allowed.

In other freedom-of-information matters:

- As expected, Sen. David Durenberger (R-Minn.) introduced a bill to blunt some of the changes made by the Reagan administration in the executive order governing classification of government information when that information is requested under the FOIA [presstime, May 1982, p. 36]. Durenberger's bill, S 2452, was introduced April 28 with five cosponsors.
- A bipartisan group of 19 former senators and congressmen—including some who were instrumental in enactment of the FOIA in 1966—reaffirmed their support for it. "We urge the Congress to weigh carefully—and protect—the public's interest when considering amendments to the Freedom of Information Act," they said in a statement released May 19 by SPJ,SDX.
- A study of more than 500 examples of how the FOIA has been used by the press and others was released May 3 by the Campaign for Political Rights, a Washington-based lobbying group. ☐

ANPA reiterates concern about cigarette warning

ANPA has advised a second congressional committee that it is concerned about legislation pending before it that would expand the health warning required in cigarette advertising.

In comments submitted May 10 to the Senate Committee on Commerce, Science and Transportation, the Association said government should proceed cautiously when it considers regulating speech as a means of regulating the sale and use of a legal product.

ANPA expressed the same views in April to the House Subcommitteee on Health and Environment [presstime, May 1982, p. 36].

The bills would replace the present warning with a series of messages. ☐

Conference report emphasizes press not target of agents bill

The committee report accompanying compromise legislation prohibiting disclosure of names of covert U.S. foreign intelligence agents emphasizes the bill is not aimed at the press and specifically mentions press activities that would not be affected by the measure.

The legislation, according to the report, "does not affect the First Amendment rights of those who disclose the identities of agents as an integral part of another enterprise such as news media reporting of intelligence failures or abuses. . . ."

That's the conclusion of the congressional conference committee that worked out differences between "intelligence identities protection" bills passed by the House and Senate [presstime, May 1982, p. 26].

The conference report accompanied the conference bill agreed to May 20.

The bulk of the report deals with how Congress intends the bill to be applied to the press and other private citizens.

Language in a conference report does not have the force of law, but it provides an indication—along with other aspects of the legislative history of a law—of the intent of the Congress in enacting it.

The legislation as it concerns private citizens, the report said, "applies criminal penalties only in very limited circumstances to deter those who make it their business to ferret out and publish the identities of agents."

The report pointed out that this section requires three additional elements of proof beyond that applied to former government officials who disclose the names of agents:

- First, the disclosure be made in the course of a pattern of activities.
- Second, the pattern of activities be intended to identify and expose covert agents.
- Third, there is reason to believe those activities would impair or impede the foreign intelligence activities of the United States.

"A journalist writing stories about the CIA would not be engaged in the requisite 'pattern of activities,' even if the stories he wrote included the names of one or more covert agents, unless the government proved that there was an intent to identify and expose agents," the report said. "To meet the standard of the bill, a discloser must be engaged in a purposeful enterprise of revealing identities—he must, in short, be in the business of 'naming names.'"

The report also gave examples of the kind of conduct by private citizens that it said would not be covered under the proposed new law. Included was: "An investigation by a newspaper of possible CIA connections with the Watergate burglaries. (This would be an activity undertaken to learn about the connections with the burglaries and not to identify and expose CIA agents.)"

It also said that "the reporters who have investigated the activities of (Edwin P.) Wilson and (Frank) Terpil, former CIA employees who allegedly supplied explosives and terrorist training to Libya, would not be covered even if they revealed the identity of covert agents if their pattern of activities was intended to investigate illegal or controversial activities, and not to identify covert agents."

The report said the members of the conference committee "expect" that the government and courts will limit the application of the section of the bill dealing with private citizens to "those engaged in the pernicious business of naming names. . . ."

As of late May, no date had been set for congressional action on the conference bill.

Press groups have maintained that the legislation is unconstitutional because it would criminalize publication of information already in the public domain.

Code bill may be dead

An attempt to bring criminal code legislation to the Senate floor failed April 27, raising the probability that the bill is dead for this Congress.

ANPA and other press groups had worked with the Senate Judiciary Committee and its staff to ensure that concerns of the press were addressed in the bill, and in the accompanying committee report [presstime, March 1982, p. 13].

Bill would limit FTC authority over ads

The Federal Trade Commission would be prohibited from applying its unfairness standard to advertising if a bill reported out of a Senate committee is enacted [presstime, April 1982, p. 18].

S 2499, which renews the legal authorization for the FTC for another three years, was approved May 11 by the Committee on Commerce, Science and Transportation.

The bill also defines and narrows the unfairness standard as it applies in areas other than advertising. And it would remove state-licensed professionals from FTC jurisdiction.

In 1979, when the FTC was last reauthorized, the Congress imposed a three-year moratorium on the use of the unfairness standard in advertising rulemaking but allowed it on a case-by-case basis.

If S 2499 is enacted, the exemption for advertising from the unfairness standard would be permanent. It would extend to both rulemaking and individual cases.

The bill does not define the FTC standard on deceptive advertising, although FTC Chairman James C. Miller had said he would favor this.

The current FTC authorization expires Sept. 30.

Newspaper comments filed on contractor bill

Newspaper industry comments on a Senate bill designed to clarify the tax status of independent contractors have been submitted to the Finance Committee.

ANPA was joined by the National Newspaper Association and the International Circulation Managers Association in the comments on S 2369, introduced by committee Chairman Robert Dole (R-Kan.).

S 2369 is one of several pending bills on the subject as a moratorium prohibiting the Internal Revenue Service from reclassifying traditional independent contractors as employees nears its June 30 expiration date [presstime, May 1982, p. 27].

The newspaper associations said they support the bill's protection for traditional contractor arrangements but object to several provisions as "onerous" for both newspapers and their contractors.

Court rejects *Swedberg*, rules 9-0 against Post

By C. David Rambo
presstime staff writer

May 17 was not a good day for the press in the United States Supreme Court. Dealing the press four blows, the court:

- Refused to hear *Federated Publications v. Swedberg*, in which The Bellingham (Wash.) Herald objected to a trial court's making adherence to voluntary press-bar guidelines a precondition for reporters to attend a pretrial hearing [presstime, April 1982, p. 16]. Although the denial of certiorari came without comment, Justices Thurgood Marshall and William J. Brennan Jr. noted that they would have heard the case. (At least four justices must agree to hear a case for certiori to be granted.)
- Ruled 9-0 in *U.S. Department of State v. Washington Post Co.* that government officials may withhold information under the federal Freedom of Information Act if they think the information would invade personal privacy [presstime, May 1982, p. 28]. The case was returned to the U.S. Circuit Court of Appeals, District of Columbia Circuit, for a determination of whether release of the information sought would constitute a "clearly unwarranted invasion of that person's privacy."
- Refused to hear *Sacramento Bee v. District Court*, a case involving judicial concerns that certain newspaper reports could prejudice a jury. The California newspaper was appealing a federal appeals court suggestion that "an easy solution" to the situation would have been for the Bee to withhold publication until the danger of prejudice was over.
- Refused to hear *McCall v. Courier-Journal and Louisville Times*, in which The Louisville Times was denied summary judgment in a libel case.

ANPA and virtually every other press group in the country had warned against the dangers of *Swedberg*. (See essay, p. 23.) The American Society of Newspaper Editors, at its May convention in Chicago, urged editors in the 28 states with voluntary press/bar guidelines to amend them to ensure they cannot be turned against the press (see story, p. 19).

The case derives its name from Judge Byron L. Swedberg of Whatcom, Wash., Superior Court. He ruled that reporters could attend a pretrial hearing in a murder case only if they agreed to abide by voluntary press/bar guidelines.

On appeal by the Bellingham daily, the Washington Supreme Court ruled 5-4 that the judge's requirement was "a good faith attempt to accommodate the interests of both defendant and press which, hopefully, would prove both practical and effective as an alternative to closure."

It was this state court decision that the U.S. Supreme Court declined to review.

The ASNE Press/Bar and Freedom of Information committees issued a statement warning that "more than 20 years of cooperation between the press, lawyers and judges is now threatened" by the denial of certiorari. "Turning 'voluntary' guidelines into 'mandatory' rules constitutes an unconstitutional prior restraint on the press."

The Reporters Committee for Freedom of the Press predicted that the court's action will "cause many newspapers and press associations in 28 states that have these guidelines to repudiate them for fear they will be made mandatory."

In The Washington Post case, the newspaper sought information from the State Department that would have shown whether two prominent Iranians actually were U.S. citizens.

The State Department refused, saying the information might have endangered the lives of the men, who were living in Iran. It based its refusal on one of the nine FOIA exemptions covering "personnel and medical files and similar files the disclosure of which would constitute a clearly unwarranted invasion of personal privacy."

The D.C. Circuit Court of Appeals sided with the Post, saying material should be withheld only if it is "intimate" and "highly personal."

But Justice William H. Rehnquist, writing the opinion of the court, said that was too narrow an interpretation of the FOIA.

The Reporters Committee called the decision a "major defeat for the principles of the federal Freedom of Information Act."

ANPA also filed a friend-of-the-court brief in the Post case.

The third case resulted from the exclusion of a Sacramento Bee reporter—but not the public—from portions of a drug-trafficking trial in which prosecutors wanted to discuss a legal point in the absence of the jury.

The trial judge said he feared the jury might learn indirectly of inadmissible evidence if the reporter were allowed to remain and report on the proceedings.

The Bee appealed to the 9th U.S. Circuit Court of Appeals, which did not reverse the trial court but noted that other alternatives could have been examined. It also said it was "puzzled . . . that representatives of the press failed to suggest a logical and workable alternative to solve the court's dilemma."

In the fourth case, The Louisville Times now must defend itself against a lawyer's claim that he was libeled by a story quoting a client who alleged the lawyer said he could "fix" or have dismissed a drug-related charge.

The lawyer also claimed invasion of privacy after his client, using a concealed tape recorder supplied by the newspaper, recorded a conversation they had. The newspaper subsequently used quotes from that conversation for a story.

A trial judge granted summary judgment, saying the story did not place the attorney in an unlawful "false light." The Kentucky Supreme Court reversed. □

Supreme Court upholds decision against daily

The Supreme Court May 24 let stand a 6th U.S. Circuit Court of Appeals decision that The Cincinnati Post violated a labor contract when, after entering a joint operating agreement, it fired about 100 printers in 1979 [presstime, Dec. 1981, p. 38].

A federal trial court now must decide how much the newspaper's publisher, E.W. Scripps Co., must pay the former employees.

The contract held that the workers would be "continuously employed for the remainder of their working lives by the Post as printers." A U.S. District Court judge said that job-security agreement was tied to a contract expiring March 1, 1981. But the federal appeals court disagreed.

New Jersey Supreme Court upholds shield law, broadens libel protection

The New Jersey Supreme Court recently delivered a string of libel decisions in favor of the press—upholding the state's shield law, ruling that opinion expressed regarding public officials is constitutionally protected, and broadening protection for statements about citizens involved in public issues.

The court ruled May 6 in *Joseph A. Maressa v. New Jersey Monthly* that the shield law affords absolute protection against a reporter's having to disclose confidential sources or editorial processes in a libel trial.

Judge Morris Pashman, writing for the majority, said a libel plaintiff has "no overriding constitutional interest" compared to a journalist's First Amendment rights. A reporter's privilege, he explained, has a "constitutional foundation" in the First Amendment.

The case stemmed from a claim by State Sen. Joseph Maressa that he was libeled in a 1978 New Jersey Monthly article describing him as one of "the worst" New Jersey legislators. ANPA last summer filed a friend-of-the-court brief in the case [presstime, Sept. 1981, p. 10].

Maressa's attorney said he plans an appeal to the U.S. Supreme Court.

The New Jersey court again upheld absolute privilege in a companion case to *Maressa*, also decided May 6 and also involving New Jersey Monthly.

Pashman wrote in *Resorts International Inc. v. New Jersey Monthly* that the publication did not have to divulge sources used for a story calling the casino firm a "mismanaged, unscrupulous, mob-tainted company with the morals of an alley cat."

The other two cases were decided April 27.

In one, the court said a letter to the editor published in the weekly Community News of Pennsauken was protected speech. The letter sharply criticized Mayor Louis J. Kotlikoff, and the court held: "If letters of this sort were defamatory, newspapers surely would be reluctant to continue publishing strongly worded letters to the editor. We are loathe to discourage that robust and uninhibited commentary on public issues that is part of our national heritage."

In the other case, the court ruled that two top officers of an organization known as the Rahway Taxpayers Association were public officials for limited purposes of a libel suit against the weekly Rahway News-Record. The officials had not proved that the newspaper acted with actual malice, as required for public officials, the court said. ☐

Penthouse magazine cleared in major libel case

Owners of La Costa Resort in Carlsbad, Calif., planned to seek a new trial after a Los Angeles County Superior Court jury May 13 cleared Penthouse magazine in the biggest money-damage libel case to date.

La Costa owners had asked for $522 million in damages for a 1975 article claiming the resort was tied to organized crime.

Plaintiff attorney Harry Melkonian said the planned motion for new trial will claim, among other things, that the jury might have been inadequately instructed.

Media attorneys labeled the decision a substantial press victory. ☐

Bermuda's only daily stung by police search

Bermuda's only daily newspaper is reeling from the first police search of its newsroom in 154 years of publication.

The surprise search was conducted May 12 after The Royal Gazette of Hamilton reported that a Bermuda lawyer had been disbarred—another unprecedented occurrence for the island of 55,000 residents.

Editor David L. White said the unattributed report was true, and that the search was a "fishing expedition" on the part of authorities to discover who leaked the information which the Bermuda bar disciplinary committee wanted to keep secret.

Detectives carrying a search warrant leafed through notebooks, desks and personal belongings of White and reporter Margaret Scammell. The authorities confiscated notebooks, some scrap papers, a cassette tape, a page from a note pad and a memo Scammell had written to White.

Gazette attorney Kieron Unwin said the search was without precedent in Bermuda and questionable under Bermuda law, which is virtually identical to the British legal system.

Unwin said because the disbarment report was true, any charges that might be filed against the Gazette as a result of its reporting on attorney Julian Hall undoubtedly would fail. Those charges theoretically could be libel—a criminal offense in Bermuda—and civil libel, he said. No charges had been filed by late May, and Unwin and White expected none to be filed.

Detective searches Scammell's purse; another officer shields her face from camera.

Many Bermudans reacted with outrage over the search, the newspaper reported. Especially concerned were business officials, who said the incident could put a damper on international commerce, Bermuda's largest industry after tourism. Numerous firms all over the world have located their "offshore" headquarters on the 55,000-resident island because of its political stability and its favorable tax environment.

Police searches of newsrooms were a major press issue in the United States during the 1970s, focusing on a search at Stanford University's student newspaper which led to a controversial 1978 U.S. Supreme Court decision allowing such searches for evidence. A federal law barring such actions was enacted in 1980 [presstime, Nov. 1980, p. 10]. ☐

Falklands fallout

Press organizations open fire over treatment of journalists

The undeclared war between Britain and Argentina over the Falkland islands has disrupted reporting efforts and led to threats against both domestic and foreign correspondents in Argentina.

Journalism organizations from the United States have sent a flurry of cables protesting several matters, including the accusation that three enterprising British correspondents were practicing espionage rather than journalism.

Simon Winchester, senior foreign reporter for the Sunday Times; Ian Mather, a reporter for The Observer of London; and Tony Prime, an Observer photographer, were arrested in April in Rio Grande, Argentina. After two weeks' detention, they were charged by a magistrate with spying. They are being held in prison while awaiting trial.

Their arrest and detention were protested by the World Press Freedom Committee, the Inter American Press Association, the American Society of Newspaper Editors, Freedom House, The Newspaper Guild, The Society of Professional Journalists, and the Committee to Protect Journalists.

IAPA and the Guild also called on Argentine President Leopoldo Galtieri to put an end to other types of harrowing incidents that occurred in April and May. Among those mentioned were the following:

- Several reporters from Britain and the United States were kidnapped by armed men from the streets of Buenos Aires, beaten, robbed and left naked miles from the city.
- A Brazilian journalist, Rodrigo Lara Mesquita, was expelled from the country and threatened with death after he was arrested, held for 16 hours and reportedly mistreated by police in the southern Argentinian city of Ushuaia.
- Two Norwegian newspaper correspondents were arrested, held without charges and expelled from the country.

Earlier protests from the IAPA apparently helped the English-language Buenos Aires Herald resume distribution. Delivery of the newspaper had been banned for 10 days in April by the Argentine Newspaper Distributors Union, which charged the 106-year-old daily with defending British interests in the Falkland Islands dispute.

In an editorial, the Herald insisted it is "an integral part of Argentine national life," even though it is 60 percent-owned by the Evening Post Publishing Co. of Charleston, S.C., and its current editor was born in England.

Argentina's Spanish-language press supported the Herald.

World press notes

Donald N. Soldwedel of The Yuma (Ariz.) Daily Sun and William Dunn of The Wall Street Journal are among the scheduled speakers for the 10th **Management and Marketing Symposium of FIEJ**, the International Federation of Newspaper Publishers.

Theme of the symposium is "Strategies for the Press."

At the Nov. 25-26 meeting in Geneva, Switzerland, ANPA Director Soldwedel will discuss "How a Newspaper Uses a Cable Television Company" and Dunn will speak on "All-day Update: Continuous Information."

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IFRA's 1982 Expo will be Oct. 18-21 in Copenhagen, Denmark. Theme of the annual congress will be "Newspapers Need Telecommunications."

Sessions will be application-oriented and will cover all newspaper departments. IFRA is the International Newspaper Color Association-FIEJ Research Association.

ANPA-member newspaper executives are eligible to attend the IFRA congress as well as the FIEJ symposium.

For more information about either event, contact Martin Casey, manager/government affairs, at The Newspaper Center, Reston, Va.

Training issues dominate WPFC biennial meeting

The World Press Freedom Committee plans to send a volunteer instructor for a training seminar in Nepal in the fall and is evaluating a request for a similar program in Bangladesh. It also has been asked for assistance by press institutes in India, Sri Lanka and Cairo, and continues to work with the Asia Pacific Institute in Kuala Lumpur, Malaysia [presstime, Oct. 1981, p. 21].

The committee received a report on these and other planned activities at its biennial meeting April 25 in San Francisco.

George Beebe, the committee's vice chairman for projects, also discussed training seminars and workshops held recently in Latin America.

Major projects for the coming year include preparing a basic journalism textbook in English and Spanish for media in developing countries; locating a foundation willing to help expand training programs for journalists of small Caribbean nations, many of which forbid the hiring of foreigners as reporters and editors; and promoting a sister-newspaper program linking newspapers in the United States with papers overseas.

The committee also hopes to help find a source of funding for a project sponsored by the American Society of Newspaper Editors whereby newspapers in the United States would train interns from the Third World.

The committee reported it has general funds of $424,000 and plans to spend $210,000 per year for the next two years. About half of the total will be devoted to press freedom projects, such as monitoring UNESCO activities. The rest will be used for training projects in the Third World.

The WPFC also continues to serve as a clearinghouse for equipment donated by North American newspapers and broadcasters.

More than two dozen representatives of the WPFC's 33 affiliates attended the meeting at the Mark Hopkins Hotel, during which officers were re-elected and 10 new directors were elected.

Justice Department asks judge to approve its AT&T settlement

By C. David Rambo
presstime staff writer

The U.S. Justice Department has defended its proposed antitrust settlement with AT&T and asked U.S. District Court Judge Harold H. Greene to accept the plan.

The department filed remarks May 20 with Greene in response to public comments on the proposed settlement. Greene is charged with determining whether the plan is in the public interest and whether or not it should be implemented.

In its 142-page document, the Justice Department said AT&T's entry into electronic information services under terms of the settlement would be "procompetitive, bringing to the market additional resources, technology and potential for innovation. . . ."

Meanwhile, on Capitol Hill, a House Energy and Commerce Committee vote on HR 5158—the "Communications Act of 1982"—appears likely this month, according to Telecommunications Subcommittee counsel Thomas S. Rogers. The vote had been expected last month [presstime, May 1982, p. 31].

In its comments to Greene, the Justice Department acknowledged there may be some "opportunities for anticompetitive conduct" on the part of AT&T during transition to a more "fully competitive market structure"—as ANPA has argued. But those opportunities are not substantial enough for Greene to reject the settlement, the government maintained.

ANPA was one of 600 parties that had filed comments with the Justice Department for Greene's scrutiny.

The Association said "National AT&T," the Bell entity that would remain after AT&T spins off local operating companies, should not be allowed to provide electronic information services as the proposed settlement allows until effective marketplace competition develops.

ANPA said the phone company could discriminate from a price and service standpoint, and could cross-subsidize its electronic publishing business with revenues from other parts of the business.

In response, the Justice Department said any possible discriminatory activity could be "best controlled, to the extent they can be controlled at all, through regulatory devices that are not particularly well-suited for use by either the court or the department." The Federal Communications Commission, for instance, has some established, anti-discriminatory regulations.

The department also discounted the cross-subsidy theory, saying "it is unlikely that AT&T would be able to pursue a scheme of cross-subsidization." Under the settlement, the department said, AT&T would be deprived of the power to protect any of its services from competition, and this will "substantially constrain AT&T's ability to secure supracompetitive profits from any of its intercity services in order to cross-subsidize other lines of business."

"National AT&T" would be prohibited from offering information services under terms of HR 5158.

Some people on Capitol Hill are predicting that the bill will clear the Commerce Committee this month.

One, Rep. Al Swift (D-Wash.), a member of the Telecommunications Subcommittee, told presstime he thinks the bill will be voted on favorably by the full House unless it gets bogged down by a request of the House Judiciary Committee for sequential review. In that case, he said, HR 5158 "probably won't make it" out of the House this term.

Swift also said AT&T's massive lobbying campaign against the bill likely will not impede HR 5158 because the blitz has a "credibility problem" with many congressmen. He said some of the arguments raised by AT&T in the grassroots appeal to its shareholders and employees were "misleading."

He also said members of the House have been watching the work of the Telecommunications Subcommittee and are saying, "'Nothing can be as bad as all that if these guys are voting it out" by 15-0, as the subcommittee did March 25. ☐

Goldwater pushes cable bill's passage in current session

The Senate Communications Subcommittee has concluded hearings on a comprehensive cable television bill, and the panel's chairman—who introduced the bill—says he intends to push for its passage in this session of Congress.

Sen. Barry Goldwater (R-Ariz.) signaled his intentions April 27 concluding three days of hearings on S 2172 [presstime, April 1982, p. 25], and again in early May in a speech at the convention of the National Cable Television Association.

The subcommittee hopes to revise the bill and proceed with markup this month.

A second cable bill also is before the subcommittee: S 2445, introduced April 27 by Sen. Howard W. Cannon (Nev.), ranking minority member of the full Commerce, Science and Transportation Committee, and Sen. Ernest F. Hollings (S.C.), ranking minority member of the Communications Subcommittee.

It differs from the bill introduced by Goldwater and Sen. Bob Kasten (R-Wis.):

- Under the Cannon-Hollings bill, state and local governments would retain their authority over cable television. Under the Goldwater-Kasten bill, the Federal Communications Commission would supersede state and local regulatory authority.
- The Cannon-Hollings bill would prohibit governments from regulating access to cable systems, although it would authorize the FCC to mandate access if it has been unreasonably denied and if there are no alternative means of telecommunications service delivery. The Goldwater-Kasten bill would require systems with 20 or more channels to set aside 20 percent of them for public and leased access.
- The Cannon-Hollings bill does not call on the FCC to establish policies on foreign ownership of U.S. cable systems, nor does it remove cable from compliance with fairness-doctrine, equal-time and reasonable-access provisions of the 1934 Communications Act, both of which are provisions in the Goldwater-Kasten bill.

The House Telecommunications Subcommittee also plans more cable television hearings. ☐

'BISON' bites dust, but 'STAR-Text' is launched

By Margaret Genovese
and C. David Rambo
presstime staff writers

Two newspapers in the booming Dallas-Fort Worth "metroplex" are taking different approaches to videotex: One is getting out, the other is getting in.

A.H. Belo Corp., publisher of The Dallas Morning News, announced May 13 it was suspending BISON, its primarily telephone-based videotex service [presstime, Oct. 1981, p. 23].

But 10 days earlier, the Fort Worth Star-Telegram began offering STAR-Text, a new telephone-based, videotex service which, like BISON, uses personal computers.

According to Gean W. Holden, director of Belo Information Systems, Belo management decided to end the commercial aspect of the venture because there were "just not enough terminals out there" to warrant its continuation at this time. BISON had 200 subscribers when it was canceled.

Gean W. Holden

According to Belo Senior Vice President Richard D. Blum, the company has spent "a couple of million dollars so far" on the project.

Holden said the 18 staffers involved in data base maintenance (updating the information) were being terminated.

Holden and Belo management maintain that despite its abrupt termination, BISON was a success.

Its subscribership "is not really indicative of what the market is" because the subscriber base had been limited to 150 until mid-April, Holden explained. When it was opened up, BISON attracted 50 subscribers in a month.

Holden said research and development work will continue, including the development of computer software and data bases. "When the terminals are there, we'll just come back on the air," he said.

Tom Steinert-Threlkeld, director of new technologies for Capital Cities Communications, parent company of the Star-Telegram, said there is also a limited number of personal computers in the Star-Telegram's immediate, local-telephone-call area.

By late May, STAR-Text had about 20 subscribers and was nowhere near profitability, he reported.

After studying since 1980 how to enter the new-technology information fields, the Star-Telegram concluded that operating its own, local system—as opposed to joining a national system such as CompuServe (see story next page)—is the way to go.

STAR-Text, which initially is being sold for $5 per month for unlimited usage, so far is available only over phone lines via Tandy (Radio Shack) terminals. But Steinert-Threlkeld said the company plans to expand the system for use by other brands of personal computers. By the end of this year, he said, it should be available over cable television.

Content of the service includes hard news edited by three full-time editors, entertainment information, classified advertising and American Airlines schedules.

At the time of BISON's suspension, that service contained the full text of The Dallas Morning News; AP's Viewdata service; UPI's Unistox service; airlines schedules for the two Dallas-area airports; weather, sports and business news; special data bases on such topics as health and fitness and an IRS tax guide; community telephone numbers; guides to entertainment and restaurants; travel information; and an index. An advertising program had been scheduled to begin June 1.

Planning for BISON began in March of 1980. It became operational that October as part of a videotex test conducted by Belo, Dow Jones & Co. Inc. and Sammons Communications Inc. over two-way cable television in the Park Cities area of Dallas. The test phase ended that December.

The service, operating over telephone lines, and over cable in the Park Cities area, was offered to subscribers in July 1981 for a $10 monthly fee.

News of the suspension of "BISON"—Belo Information Systems Online Network—was carried in the May 14 edition of The Dallas Morning News. BISON subscribers were informed by letter the same day and also received a message the next day over the service. They reacted by sending messages back to the service via its "electronic mail" capability. "They were very disappointed," Holden said. "They liked the service; they liked the price."

BISON
BELO INFORMATION SYSTEMS ONLINE NETWORK

STARTEXT
THE NEXT STEP IN NEWS

Research completed just prior to suspension of the service indicated subscribers liked the news and stock quotations and wanted it to offer such things as banking and shopping services, he said.

Larry T. Pfister, chairman of the Videotex Industry Association, said the BISON experience reveals a couple of things about the future of videotex:

- First, it says that "for the videotex business to become a business it has to be a mass business, and to be a mass business it has to address an audience over a mass technology" such as a television set with a cable television converter that can act as a videotex decoder, or some modification of the telephone.

"The computer as a terminal device is going to address always a select audience," Pfister said. "It probably never will be more than 5 or 10 percent of the consumer market."

- Second, it says that "it takes very deep pockets to get into the business."

"I think it tells a newspaper publisher not to get romanced or stampeded into getting into the business. If you don't have the economic staying power, you almost are going to guarantee a failure." Smaller newspapers, he said, should "move cautiously and watch the experiences, both the successes and failures, of the big boys like Belo."

Pfister is vice president of Time Video Information Services, a division of Time Inc., one of the largest owners of cable systems in the country. Time will conduct a one-year test of a cable TV-based videotex service beginning in October. ☐

CompuServe evaluation marks end to second year of operation

The Associated Press videotex experiment in conjunction with CompuServe will go from its "active" phase to its "contemplative" phase at the end of this month.

At that time, the information gathered by RMH Research Inc. and the 11 AP-member newspapers participating in the test will be analyzed and discussed by the experiment's research and steering committees.

Finally, possibly as early as the first part of October, a report will be issued to the AP membership, according to Lawrence G. Blasko, AP director of information technology and deputy director of communications.

The news cooperative served as the catalyst and organizer for the experiment designed to explore the new information technology. It began July 1, 1980, when The Columbus (Ohio) Dispatch began putting information onto CompuServe, the Columbus-based videotex service. Information is retrieved via computer terminals.

Representatives of AP, participating newspapers and CompuServe—who have held several meetings over the course of the experiment—met in Denver in May for a two-day "brainstorming" session. Its purpose, according to Blasko, was to discuss what was learned from the test. He declined to comment on conclusions reached. "The ground rules of the meeting, since we were engaged in speculation about the future, is that it was off the record," he said.

CompuServe Senior Vice President George M. Minot said it will be up to individual newspapers to decide whether they want to continue as CompuServe information providers. "Or there may be another experiment," Minot added. "Who knows?" Information providers are compensated on the basis of usage of their information, he said.

According to Minot, just before the experiment began, CompuServe had about 3,250 customers. By May 1, 1982, its subscriber list had grown to 24,689 and information was available from 350 data bases [presstime, April 1982, p. 26].

An executive of one newspaper involved in the experiment will recommend it "take the passive side" and monitor future activity rather than continue active involvement with CompuServe.

Robert J. Bettencourt, business development manager for The Virginian-Pilot and The Ledger-Star in Norfolk, Va., said he does not feel there are enough computer terminals in his newspapers' market to warrant their continued involvement. "I am not sure we would want to invest the money in the hardware and the front-end system we would need," he said.

Bettencourt said one thing research revealed was that consumers were "not looking for a newspaper on the system," rather they sought out such things as games, movie reviews and updated sports information. □

Telecommunications notes

Field Enterprises Inc., publisher of the Chicago Sun-Times, has joined with a telephone company and a major electronics company in a venture to provide **videotex and teletext services**.

Partners with Field are Centel Corp., the country's fourth largest independent telephone company, and Honeywell Inc. The joint venture company is called KEYCOM Electronic Publishing. Centel is the majority owner.

According to the companies, KEYCOM will develop, market and operate a telephone-based videotex service called KEYTRAN. It will begin operation in the Chicago area in mid-1983 and then expand to other markets. The service is expected to cost consumers less than $25 a month.

KEYCOM's teletext service, KEYFAX, was developed on an experimental basis in Chicago by Field Electronic Publishing Inc., which was acquired by KEYCOM as part of the joint venture agreement.

Discussions are in progress with Satellite Syndicated Systems Inc. for nationwide distribution of KEYFAX in the vertical blanking interval of "superstation" WTBS-TV, Atlanta [presstime, April 1982, p. 24]. The KEYFAX service is expected to cost about $10 a month.

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The Record of Hackensack, N.J., will provide news and advertising in the **CBS Inc./AT&T videotex trial** [presstime, Nov. 1981, p. 19]. The 200-household test of a telephone-based videotex service is scheduled for this fall in Ridgewood, N.J.

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Affiliated Publications Inc., publisher of The Boston Globe, has **enlarged its cable television holdings.** A joint venture company in which Affiliated and McCaw Communications Companies Inc. of Bellevue, Wash., are equal partners recently acquired Southern Oregon Broadcasting Co., which operates cable systems with approximately 55,000 basic subscribers. Affiliated owns 45 percent of McCaw.

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The newspaper/cable television connection got some attention at the 1982 **convention of the National Cable Television Association** in Las Vegas, Nev.

Raymond B. Gallagher, ANPA telecommunications development specialist, characterized the convention's newspaper/cable panel discussion as an "enlightened" one.

There was consensus among panelists representing cable interests that joint ventures with newspapers, rather than channel leasing, are the preferred approach, he said. And although the cable operators reiterated their fears of being considered a common carrier if they lease cable channels, "there was less time spent on that point and more on the need to establish newspaper-cable services."

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Voters in St. Paul, Minn., have resoundingly rejected a proposal that the city own the local cable television system [presstime, April 1982, p. 22]. The **municipal-ownership** question on the April 27 referendum was defeated 39,120 to 22,294, or 64 to 36 percent.

According to St. Paul Cable Communications Officer Linda J. Camp, the city soon will seek bids from private companies for the cable franchise. □

First Amendment forum probes implications of new technology

At a seminar on "First Amendment Values in a Changing Information System," a Democratic congressman warned that the public's poor regard for the media could have an adverse effect on the press when public-policy decisions are made for future electronic communications systems.

Rep. Al Swift (D-Wash.) said the feeling among some policy makers may be that "sins of the print media and other media are ones we can prevent. It's a pernicious approach, but one that can occur."

Swift, a member of the House Telecommunications Subcommittee, made his remarks during the First Amendment Congress-sponsored seminar May 20-22 near Leesburg, Va., outside Washington, D.C.

Purpose of the seminar was to gather invited journalists, media attorneys, government officials and the public in a "think tank" atmosphere to consider the implications changing media technology and new governmental regulations have for First Amendment rights.

The conference, held at the Xerox International Center, also featured roundtable discussion on broadcast content control including the fairness doctrine, which Federal Communications Commission Chairman Mark Fowler told the participants should be scrapped; low-power television; the "electronification of newspapers, magazines and books"; and the mission of the press.

Swift challenged the media to come out from behind their "lazy defense" of the First Amendment and engage in self-examination, because they have much to lose as the "experiment of democracy" unfolds. "There will be those who see the need for a less free press, less democracy in order for the nation to survive," he warned.

Such sentiment is increasingly heard in Washington in the form of proposals to restrict the Freedom of Information Act and coverage of the government's intelligence activities, he noted.

The congressman conceded he lacked a detailed formula for bolstering the press as an institution. But at the same time, he suggested that journalists work harder at satisfying the American public's "enormous need for perspective."

For example, Swift was critical of media efforts to explain last year's federal budget process. Echoing views expressed at the recent ANPA Convention by the top Democrat in the House, Speaker Thomas P. "Tip" O'Neill Jr. (Mass.) [presstime, May 1982, p. 9], Swift said the press "copped out and they told us all about the political end of it. . . . But how many stories did you read that told you what the fight was all about?"

Swift set the stage for a seminar discussion on "common carrier and editorial decision-making." A central theme was whether owners of monopoly transmission facilities should be allowed to operate their own information services over those lines.

Andrew Morrison, director of market strategy and services for AT&T, said the government should not prohibit AT&T's or anyone else's entry into new electronic markets—especially before those markets are defined. To say now who should or should not be a participant would be "very, very premature and very short-sighted," he said.

AT&T's primary goal is to be "the carrier of choice," and it has no plans "to be a data base," according to Morrison. "There is a perception that we're a big, giant monster ready to pounce. Being in the trenches of AT&T day to day, I can tell you that's not the case."

Attention turned to whether cable television systems can be considered a monopoly common carrier. Some participants said the question is a difficult one and yet to be answered. But Brenda Fox, general counsel of the National Cable Television Association, said cable cannot be put into the same category as telephone companies because those firms, unlike cable, are "rate-of-return regulated."

Discussion also reached a more fundamental level, as some participants questioned the applicability of addressing such "business" and "antitrust" issues in the light of the First Amendment.

The First Amendment Congress is comprised of 12 media organizations, including the ANPA Foundation. It was founded in 1979 and established a continuing program in 1980 [presstime, Aug. 1980, p. 24]. Its purpose is "to enhance the education of all Americans to the intrinsic value of freedom of expression in our democratic society." □

ANDREW MORRISON

AT&T's Morrison defends his position as media representatives and educators prepare to join the debate at First Amendment Congress-sponsored event.

Editors back broadcasters' rights

By C. David Rambo
presstime staff writer

The American Society of Newspaper Editors Board of Directors at the organization's annual convention last month adopted positions on First Amendment rights for broadcasters and on voluntary press-bar guidelines.

The editors' board went on record as "favoring unqualified First Amendment rights" for radio and television broadcasters and as supporting legislative repeal of the Federal Communications Commission's fairness doctrine.

It also urged editors in the 28 states with press-bar guidelines to amend those agreements "so they clearly state they will not be used by the courts in any fashion to impose prior restraint or condition access to judicial proceedings."

That resolution came in response to *Federated Publications v. Swedberg*, in which a judge barred reporters from a pretrial hearing unless they agreed to abide by their state's voluntary guidelines. The U.S. Supreme Court subsequently refused to review the case. (See story, p. 12.)

Also at the editors' gathering May 4-7 in Chicago, the ASNE Ethics Committee reported results of a survey on the effect of last year's "Jimmy's World" hoax, in which Washington Post reporter Janet Cooke admitted fabricating the Pulitzer Prize-winning story of an 8-year-old heroin addict [presstime, May 1981, p. 24].

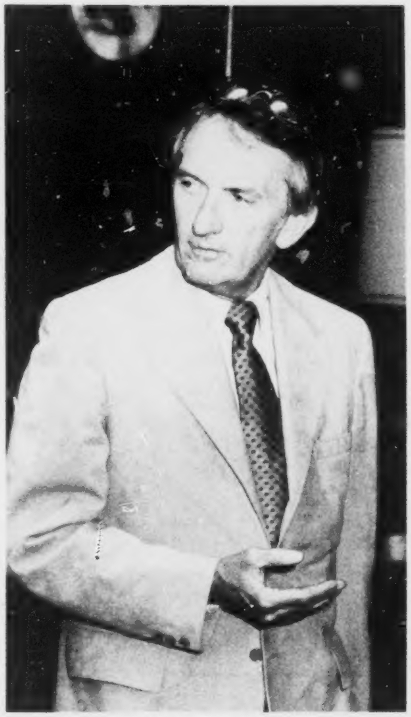
More than 73 percent of the 312 participating ASNE members responded that the incident probably has been of benefit "because of increased staff alertness to maintaining ethical and professional standards."

But 54.2 percent said it has had a negative effect "in terms of the public and newspapers in general." An example of such a negative effect listed on the questionnaire was that the story diminished newspaper credibility. And 41.7 percent said "more people are questioning what they read in the paper."

Slightly more than a third of the respondents said that, as a result of the Cooke episode, they have instructed editors to maintain more contact with reporters as stories are being developed; 35.6 percent said they have instructed subeditors to check more carefully the facts in stories submitted by staff reporters.

On the world-press-freedom front, the society's Committee on International Communication reported that, while it would be "foolish and wrong to claim victory," the tide "has turned somewhat against the New World Information Order and in favor of the free press."

Other convention topics included libel and invasion of privacy, labor-management issues, the nuclear arms race, editorial ethics, the "universe of electronic information" and telecommunications, Reaganomics, reporting from El Salvador, the future of the newspapers business and the 1984 presidential campaign.



John C. Quinn

Daniel E. Baumann, editor of The Daily Herald, Arlington Heights, Ill., asks a question at session on reporting from El Salvador.

In the business portion of the convention, John C. Quinn, senior vice president and chief news executive of Gannett Co. Inc. and president of Gannett News Service, was elected president of ASNE

Quinn told presstime he will form a new committee on human resources that will address such "people" issues as conflict-of-interest possibilities when both husband and wife work in the newsroom.

Creed C. Black of the Lexington (Ky.) Herald and Leader was elected vice president; Richard D. Smyser of The Oak Ridger in Oak Ridge, Tenn., secretary; and Robert P. Clark of the Jacksonville (Fla.) Journal and Florida Times-Union, treasurer.

Two board members were elected: Judith G. Clabes of the Evansville (Ind.) Sunday Courier and Press, and James B. King of The Seattle Times. Four board members were re-elected.

And in a message concluding his year as ASNE president, Michael J. O'Neill of the New York Daily News said there has been "an astonishing growth in the power of the media over the last decade or so," and he questioned whether "we are using it wisely." The media "now weigh so heavily on the scales of power," he observed, "that some political scientists claim we are upsetting the historic checks and balances invented by our forefathers."

The media, O'Neill said, "have an obligation to help set matters straight, or at least to improve them." Toward that end, he made the following suggestions:

- "We should begin with an editorial philosophy that is more positive, more tolerant of the frailties of human institutions and their leaders, more sensitive to the rights and feelings of individuals—public as well as private citizens."
- "We should be less arrogant, recognizing our own impressive shortcomings and accepting Walter Lippmann's lament that we can never claim to be the merchants of truth when we so rarely know what the truth is."
- "We should make peace with the government; we should not be its enemy. No code of chivalry requires us to challenge every official action, out of Pavlovian distrust of authority or on the false premise that attack is the best way to flush out truth. Our assignment is to report and explain issues, not decide them."
- "We should cure ourselves of our adversarial mindset. The adversarial culture is a disease attacking the nation's vital organs. The lawyers will never escape it, but we must."
- "If we are truly to provide a balanced view of the world, we must tame our negative nature; we need to celebrate success and progress, not just wallow in mankind's woes."

O'Neill said editors need to be "ruthless in ferreting out the subtle biases—cultural, visceral and ideological—that slip into copy," mostly political stories. He added, "Editors—myself included—have simply not exercised enough control over subeditors and reporters reared in the age of new journalism."

Excluding spouses, convention registration of 425 was off nearly a third from last year's meeting in Washington, D.C., which had 614 registrants. Some attendees blamed the poor economy on the decline. Other sources said attendance is always off when the meeting is not held in the nation's capital.

The 1983 ASNE Convention will be May 9-12 at Denver's Fairmont Hotel. In 1984 and 1985 it will return to Washington. ☐

Minorities Committee concludes

Prospects for ultimate success in newsroom integration 'bleak'

The ASNE Minorities Committee has concluded that while "substantial progress" toward newsroom integration has been made in the past 10 years, "the prospect for ultimate success is bleak."

"Only a major, organized national campaign led by ASNE and having the support and cooperation of educators, editors and publishers and their respective professional associations can change the outlook," the committee said in a report issued at the society's May convention.

The report was based on interviews with 109 journalists and educators at symposia on the employment, education and coverage of minorities, and on an annual mail survey of newspapers concerning their minority employment.

Albert E. Fitzpatrick

John Seigenthaler

Following the report, the ASNE Board of Directors reaffirmed its 1978 goal of seeing minority 'parity" in newsrooms.

Parity would mean a newsroom would mirror the percentage of minority population in a newspaper's service area, according to committee chairman Albert E. Fitzpatrick, assistant editor of the Akron (Ohio) Beacon Journal and minority affairs coordinator for Knight-Ridder Newspapers Inc.

The annual minority employment survey—directed by Jay T. Harris, associate director of the Frank E. Gannett Urban Journalism Center at Northwestern University's Medill School of Journalism—included responses from 705 daily newspapers in the United States.

It showed that minorities now account for 5.5 percent of the newsroom professional work force. In 1978, the first year of the survey, they accounted for 4 percent.

Of the newspapers recently surveyed, all with circulation of at least 100,000 employed minority journalists. Fourteen percent of papers with less than 10,000 circulation employed minorities in the 1982 study—the lowest percentage of seven circulation categories, but up from the 12 percent in that category that employed minorities in 1978.

Fewer than half of all daily newspapers currently employ minorities, the survey indicates. The percentage of dailies employing no minorities has ranged between 60 and 68 percent during the past five years.

During the convention, the society's board also pledged to assist individual newspapers in efforts to recruit black staffers, and John Seigenthaler, incoming Minorities Committee chairman, outlined this year's programs to advance minority employment.

Such efforts are based on what the report said "is decidedly not simply a call for affirmative action or equal opportunity. It is instead a recognition of the fact that increased minority employment is the most effective means to improve minority coverage."

Coverage of minorities "falls short of any reasonable standard of professional acceptability," the report said. "There have been improvements but not nearly enough."

There are three main factors for the pessimistic outlook, according to the report:

- Blacks and Hispanics "are substantially underrepresented in college-level journalism programs."
- "The rate of progress in integrating newspaper staffs has declined consistently and increasingly during each of the last five years—the very years in whi[illegible]he most sustained and broad-based pu[illegible]r minority hiring was being made.

Not only does a shortage of minority candidates fuel this problem, but minorities often "are unwilling to begin their careers in small communities."

Another big factor is continuing disagreement among editors over whether there is a "professional imperative" to hire minorities.

- There remain "substantial problems with the acceptance of minorities on newspaper staffs." Editors and minority journalists surveyed said there are problems caused by perceived and real prejudices that strain the professional relationship between mid-level editors and minority journalists.

To combat the problems, Seigenthaler, editor and publisher of The Tennessean of Nashville and editorial director of U.S.A. TODAY, said he will expand a "mini-sabbatical" program in which minority journalism educators spend eight to 12 weeks at a daily newspaper. The program is coordinated by the Consortium for the Advancement of Minorities in Journalism Education, based at the Medill School and funded by the Gannett Foundation.

The purpose of the program is to better acquaint those educators—many of whom years ago were shut out of career experience because of racial bias—to the newspaper business and the opportunities it now holds, said consortium Director Christine Harris.

Seigenthaler said he also wants to invite black college freshmen—not necessarily from journalism schools—to work in newsrooms. "I think there has been a gap between newspapers and black colleges that don't specialize in journalism," he said.

Efforts also will be expanded to attract Hispanics to the newspaper business, he said. □

Four a.m.-to-p.m. mergers continue last year's trend

In a continuation of a trend detected last year, jointly owned a.m. and p.m. newspapers in four more cities are merging their news staffs while retaining the papers' different names, editorial pages, features and certain other characteristics.

The latest to announce plans to do so are:

- The Atlanta Constitution (morning, circulation 208,289) and The Atlanta Journal (evening, 184,237)
- The Dayton (Ohio) Daily News (evening, 131,511) and The Journal Herald (morning, 103,452)
- The Sun-Sentinel (morning, 85,484) and the Fort Lauderdale (Fla.) News (evening, 96,179)
- The Virginian-Pilot (morning, 133,237) and The Ledger-Star (evening, 93,922) of Norfolk, Va.

The Atlanta and Dayton papers are members of the Atlanta-based Cox Enterprises Inc. group.

A year ago, The Sun (morning, 17,906) and the Springfield (Ohio) Daily News (evening, 26,078) became the first Cox newspapers to combine their news staffs [presstime, Oct. 1981, p. 30]. But on May 3, the papers lost their separate identities through a merger into the all-day Springfield News-Sun.

Springfield Editor William R. Swaim said the latest move did not involve any layoffs.

However, layoffs of 40 full-time and 50 part-time employees throughout the plant are planned at the Dayton papers, where the news staffs will be combined in "late summer or early fall," said Editor Arnold Rosenfeld.

According to the Audit Bureau of Circulations' March 31 figures, The Journal Herald's circulation was up 1,823 over a year ago, and the Daily News' was down 7,511.

Rosenfeld stressed that unlike what happened in Springfield, joining the news staffs is not a prelude to merging the Dayton dailies. "We will come out of this with two papers," he said.

In Atlanta, meanwhile, executives are working out the details of combining the news staffs of the Cox group's flagship papers. No implementation date has been set, but President Thomas H. Wood said the papers hope to have "everything in place this summer."

The Constitution's circulation as of March 31 was down 7,395 from a year earlier; the Journal's was down 9,679.

The newsrooms of the two dailies are on separate floors, creating "the kinds of issues not answered," said Public Relations Manager James Thompson. He said the move is being made "to improve news coverage," and no reduction in staff is planned.

The merger of the Fort Lauderdale news staffs was to have been completed by June 1, without any layoffs, according to Byron C. Campbell, president and general manager. The newspapers are owned by the Tribune Co. of Chicago.

"It's not an economy move," Campbell said. "The idea came out of the editorial department, and it was basically done to strengthen the newspapers."

He noted there is less than 2-percent duplication among subscribers, and the papers' individual identities will continue.

ABC figures show the Sun-Sentinel's circulation up 4,386 between March 31, 1981, and March 31, 1982. The News lost 3,055 during the same period.

The Norfolk dailies—flagships of the Norfolk-based Landmark Communications Inc. group—had said last year they were studying whether to follow the Landmark papers in Greensboro, N.C., in merging news staffs.

Plans have jelled, according to Norfolk Executive Editor Frank Caperton, who says, "We're working toward a September date."

The Virginian-Pilot's circulation on March 31 was up 4,215 from a year earlier. The Ledger-Star's was down 1,578. □

ASNE receives grant for study of ethics

The American Society of Newspaper Editors Ethics Committee has received a $63,000-grant from the Markle Foundation to study ethics considerations of the publisher-editor relationship.

Among the matters to be examined are the extent to which publishers influence editorial policy and the extent to which editors stand their ground "against pressures from within and without the paper."

The committee said the study will be particularly important in light of the trends toward easing competitive pressures in single-newspaper cities and toward "conglomerate ownership."

The situation can create "a classic conflict of interest between such newspapers and their sister affiliates," the committee said.

The study will be directed by committee Chairman Robert H. Phelps of The Boston Globe. Phelps will be assisted by Philip Meyer of the faculty of the University of North Carolina School of Journalism. □

Craig C. Standen

Next NAB president ready to sell newspapers as the top ad medium

Craig C. Standen

By Elise Burroughs
presstime staff writer

Daily newspapers are not only alive and well, they represent a dynamic industry that is always changing.

That is the view of Craig C. Standen, a professional marketer and about-to-become new president of the Newspaper Advertising Bureau. At 39, Standen has served as director of marketing services for R.J. Reynolds Tobacco Co., a major national advertiser, and, for the past two years, as NAB's executive vice president for sales. His experience includes everything from product development and pricing to marketing and advertising.

In taking over the bureau's top staff position, Standen says, "I'll be selling a product called newspapers to consumers called advertisers."

Standen's interest in advertising comes naturally—his father was for years an executive with Tatham-Laird and Kudner, a Chicago advertising agency.

Standen grew up in the Chicago suburb of Hinsdale, Ill., where he pursued traditional Midwestern pastimes such as hunting birds and freshwater fishing. He graduated from Ohio's Denison University with a bachelor's degree in liberal arts in 1964, then completed a master's degree in business administration at Northwestern University, Evanston, Ill., in 1966.

He served for three years in the U.S. Army Medical Services Corps as a captain and company commander stationed in Korea and Texas. After military service, he joined General Foods Corp., where he held a succession of marketing positions.

Standen describes advertising as the "communications side of marketing." The field appeals to him because "you get to deal with a lot of creative people. It's not a science, it's an art."

But advertising these days demands organization and research as well as creativity. On that front, NAB Executive Vice President and General Manager Leo Bogart says ad agency representatives who worked with Standen at General Foods and later at R.J. Reynolds respected him as "an outstanding professional." Bogart adds, "That's not an attitude you universally find" when agency personnel evaluate clients.

Standen joined Reynolds as a brand manager for Camel cigarettes in 1973. He also managed Winston, Vantage and More cigarettes, eventually rising to the job of director of marketing services, where he was responsible for a staff of several hundred.

Standen's achievements at Reynolds' headquarters in Winston-Salem, N.C., drew the attention of officials at NAB's headquarters in New York City. And when President Jack Kauffman let it be known a couple of years ago that he was thinking about retirement, Standen was recruited as a likely successor.

When approached, Standen took a hard look at the newspaper business and where it was heading. He believes history shows that when a new medium such as cable television comes along, it tends to change rather than destroy existing media. Newspapers, he says, are in the midst of such change, and he decided to accept the challenge.

On June 7, when Kauffman retires, Standen will move into the president's corner office at Lexington Avenue and 47th Street in midtown Manhattan.

At recent functions, Kauffman has been praising Standen, saying he will prove to be the best president NAB ever had. His successor has established contacts with national ad agencies and is "systematic, well-organized and methodical in careful planning and follow-up," Kauffman says.

And indeed, Standen stresses that planning and research are two key ingredients in any newspaper sales effort. The bureau, which constantly accumulates data about newspaper readers and their habits, increasingly will focus on packaging it for effective sales presentations, he says.

Advertisers planning campaigns today want to reach consumers either in a specific geographic market or a certain demographic group. Newspapers, he says, can meet either need.

But to maintain current revenues and increase their share of advertising, he adds, newspapers must be ready to move forward on several fronts. Standen believes that developing a total-market-coverage program, with the ability to identify and reach both subscribers and nonsubscribers, is critical. This requires a sizable investment on the part of newspaper management, but it is happening. In his two years at the bureau, he says, he has seen publishers' awareness and commitment in this area grow.

To maintain their position as the number one advertising medium, newspapers also need more standardization of formats and should be ready to institute electronic transmission of advertising as soon as it become feasible, Standen says. Before the end of the decade, he notes, "We will no longer transmit information in a plain white envelope with a $2 stamp."

Under Standen's leadership, NAB will continue to strive for a greater share of national advertising, because more advertising is being handled nationally and because national has the greatest room for growth. (Newspapers currently receive only about 8 percent of the national ad revenue available.)

The bureau also will be paying special attention to co-op advertising, he says. Co-op is increasingly bridging the gap between local and national advertising and, he observes, "there is an awful lot of money available."

Standen finds that living on the East Coast has cut down on his time for hunting and fishing, but he has taken up tennis and golf. He lives in Darien, Conn., with his wife, Marcia, and children, aged 8 and 12. ☐

Press must reconsider 'voluntary' guidelines in wake of *Swedberg*

By James C. Goodale

For those in the press who have worked hard for bench-bar-press cooperation and guidelines, the *Swedberg* case is a major setback. *Swedberg* stands for the proposition that bench-bar-press guidelines adopted by free press-fair trial conferences can be used against the press. (See story, p. 12.)

James C. Goodale

The question becomes: What should the press do about *Swedberg?*

It is clear that any press organization that has agreed to free press-fair trial guidelines must take steps to protect itself from *Swedberg*. While *Swedberg* is only a state of Washington decision, it can be used as a precedent by courts in other states to restrain reporters from reporting on criminal cases.

The easiest solution for publishers is to resign from free press-fair trial conferences. A publisher's resignation would effectively prevent a judge from saying to a reporter employed by that publisher, "Your newspaper agreed to these guidelines, and so if you want to listen to this criminal case, just sign on the dotted line agreeing to these guidelines." No guidelines, no dotted line.

Another solution is to have the members of the local free press-fair trial conference agree that the guidelines cannot be used against the press organizations that agreed to them.

This has the practical effect of permitting reporters to pull out a copy of the local guidelines when confronted by a judge similar to Judge Swedberg in the Washington state case and say, "You can't force me to sign these guidelines. They explicitly state they cannot be used against me."

Finally, a newspaper could resign from the local free press-fair trial conference but agree to continue to go to meetings in order to keep up the dialogue between the bench, bar and press. This is what several Washington state papers did immediately following the *Swedberg* decision.

My own personal preference is to state in the guidelines that they will not be used against the press organizations that sign them. This will effectively permit the dialogue to continue.

One could certainly understand, however, why many press organizations, feeling betrayed by lawyers and judges, would wish to resign from these conferences. They were organized, it may be recalled, in large part at the suggestion of the American Bar Association on the condition that the guidelines adopted by conferences would not be used against the press.

Resignation will not, however, make free press-fair trial problems go away. The debate will continue, and the only question is whether the press wishes to be part of it.

A good example of what happens when there is no press participation in this debate is the Reardon Report. Issued in 1966 by the American Bar Association, it contained the initial recommendation for the organization of fair-trial conferences.

The Reardon Committee was formed in large part as a consequence of findings in the Warren Commission report that press coverage was partly to blame for the shooting of Lee Harvey Oswald by Jack Ruby, which took place on national television. Among other things, the report recommended—for the first time so far as I know—that criminal pretrial hearings could be closed. It contained many other anti-press recommendations including the use of contempt power against the press in certain circumstances to punish publication.

I think the press is better off participating in a discussion as to pretrial criminal coverage, rather than resigning from the debate. If, however, the participants in that discussion turn around and use it to impose sanctions against the press, then to heck with it.

All in all, the Reardon Report was totally one-sided. And this could be expected; there was not one lawyer representing the press on the committee—just lawyers from the ABA who thought they were representing the public. It seems to me, therefore, if members from press organizations resign from fair-trial conferences, the press runs the risk of one-sided monologues and issuance of reports comparable to the Reardon Report.

In a nutshell, then, I think the press is better off participating in a discussion as to pretrial criminal coverage, rather than resigning from the debate. If, however, the participants in that discussion turn around and use it to impose sanctions against the press, then to heck with it.

One final point. No one knows for sure what the future will bring with cases where the courts have denied access to their proceedings whether or not reporters have agreed to guidelines as they were asked to in *Swedberg*. It is entirely possible that other courts will feel encouraged by *Swedberg* simply to deny access to the proceedings on any condition that occurs to them. Inevitably, such action will lead to more lawsuits, but it also will underline the need for a continuing dialogue between the bench, the bar and the press, a dialogue that appropriately can take place at bench-bar-press conferences. ☐

Goodale, who wrote ANPA's Supreme Court amicus *brief in* Federated Publications v. Swedberg, *specializes in communications matters at the New York City law firm of Debevoise & Plimpton. He is former vice chairman and general counsel of The New York Times.*

Summer intern programs diminishing

By Margaret Genovese
presstime staff writer

The forecast for college student interns at some of the nation's newspapers this summer is cloudy and cool.

A presstime random poll of 10 newspapers in the 50,000-to-100,000-circulation range found that of the eight that regularly hire college students in the summer, two have been forced by economic conditions to reduce their numbers this year and one has eliminated its internship program altogether.

In addition, it was learned in interviews with officials of journalism schools in 10 states that at least 10 other newspapers have dropped or curtailed their internship programs this summer.

Executives at newspapers doing so say they hope to be able to restore them to full strength next year.

"I'll budget for it and see what happens," says Donald M. Kampfer, managing editor of The Post-Crescent in Appleton, Wis., which trimmed its intern force this summer from six to four. Aware that adjustments would have to be made, Kampfer says he delayed making commitments to students to avoid having to renege later.

One newspaper that has dropped its intern program altogether is The Blade in Toledo, Ohio. According to William Day, assistant to the publisher, it was dropped in negotiations with The Newspaper Guild over possible reductions in full-time newsroom staff. Day says this will be the first summer since 1964 that the newspaper had no interns.

And at least one newspaper group has had to drop corporate support for interns. The Donrey Media Group decided for economic reasons early this year to eliminate its program whereby the corporation paid half the salary of interns hired by members of the group.

"Some of our properties may hire an intern on their own," says Cleatus Carroll, Donrey personnel director. But he adds, "I would suspect that it would be very limited."

Summer intern Jennifer A. Jecklin, senior photojournalism major at the University of Indiana, reviews photos with Tony Jarzombek, Providence (R.I.) Journal picture editor.

Journal Bulletin Photo

And yet, of 11 journalism schools contacted, eight reported their students had no more trouble this year than last in landing internship openings.

This seeming paradox might be partially explained by the fact that:

- The current crop of students is said to be extremely career-oriented, and more of them apparently sought internships this year than last.
- Unpaid internships seem to be up.
- Some educators said they worked harder this year in placing their students in summer jobs.
- Some graduating seniors are known to have taken summer internships rather than seek full-time jobs in the hopes that the economy would improve by the end of the summer.

Two schools reported their students got the now-you-see-it-now-you-don't treatment from newspapers that apparently did not see the economic storm warnings.

For example, at Virginia Commonwealth University's School of Mass Communications, Professor William H. Turpin reports one student who was accepted into a newspaper's internship program in January found out in May the paper could not honor its commitment to her. The newspaper explained, Turpin says, "we are cutting back on part-time help, we are cutting back on overtime and we are cutting back on interns."

The executive director of the Association for Education in Journalism, Leonard Lanfranco, notes: "When there is an economic slowdown, you always look at ways to save money and (an internship program) is obviously an expendable."

Not every newspaper agrees, however. "I think if we were in economic distress, I would probably look at other areas first," says Burle Pettit, managing editor of the Lubbock (Tex.) Avalanche-Journal. "I am really sold on internship programs, if they are done right."

At his newspaper, he explains, the program makes two important contributions. It forces employees with whom the interns work to take time to reflect on how they perform their jobs, and it is one way to size up a student as a potential employee. ☐

Minority job service moves to California

The Institute for Journalism Education closed its Washington, D.C., office April 1 and moved its Job Net placement service to the University of California at Berkeley.

According to the institute president, Nancy Hicks, the consolidation brought together Job Net and the Summer Program for Minority Journalists at the university's school of journalism.

Greg Lewis will continue as placement coordinator for Job Net, which seeks to find newspaper openings for minority journalists and the people to fill them. It also provides counseling services.

The new address and telephone number are: Job Net, North Gate Hall, University of California, Berkeley, Calif. 94720; (415) 642-8287.

Successful Newspapering in the 1980s: What Kind of Editing Works

Presentations at a General Session of the 1982 ANPA Convention
Monday, April 26, Fairmont Hotel, San Francisco

Overview

James K. Batten, president, Knight-Ridder Newspapers Inc.

We are here to talk about what's wrong with our business, and how we can do better—how we can improve our performance in ways that genuinely matter to the people we're trying to serve.

Our premise is that American newspapers, large and small, for all our impressive strengths, suffer from failings in two significant areas:

- The first is that, too often, we are dull, uninteresting, not very useful and generally irrelevant to our readers' day-to-day lives. When our subscribers walk out into the hall, or onto the porch, or out into the wet grass to retrieve their paper, we would like for them to feel at least a subliminal sense of pleasurable anticipation. If we met that test, retention would be less of a concern. But instead, too many of them feel a sense of indifference, or apprehension, or nothing at all. That's *one* of our problems.
- The second is that newspapers too often come off as arrogant, insensitive, self-righteous, sloppy with the facts and probably too powerful. The truth is, a lot of the American public don't much like us or trust us. They think we're too big for our britches. Some of that antagonism, of course, goes with the territory. But we are facing something much more serious than that these days.

There's considerable irony to this state of affairs, because it seems to me that newspapers are, in many respects, better than they have ever been before. That's not by accident, of course.

In the last 10 years, as we have begun to grasp the seriousness of our circulation and readership problems, smart publishers and editors all over the country have lavished great doses of money and creativity on getting their papers closer to their readers. The result, in many communities, is newspapers that are much more in touch with real people and their real interests than was true a decade ago. Editors edit less for each other. They are shrewder in their understanding of people's nitty-gritty appetites for news and information—and in trying to meet those appetites.

But we are running headlong into the stiff winds of social change, and sometimes it takes our most vigorous efforts just to keep from losing ground.

So we propose to talk about this whole state of affairs and offer some tangible suggestions on how to do better, most of them from papers represented here, papers working hard at being good in the 1980s.

Ruth Clark is going to begin with some fresh intelligence on readers in the '80s—and how things have changed from just a few years ago. Then Kurt Luedtke will give us a provocative critique on both aspects of our double-barreled problem—arrogance and irrelevance. David Lawrence will follow with a report on things good editors are doing around the country to counter irrelevance and its related sins. And Bob Maynard will conclude with a counterpart report on efforts to win readers' respect, if not always their adoration.

James K. Batten

Ruth Clark

Kurt M. Luedtke

David Lawrence Jr.

Robert C. Maynard

Newspapers in the 1980s

Ruth Clark, senior vice president, Yankelovich, Skelly and White Inc.

One of the questions that has fascinated me over the many years in which I have been involved in newspaper research is the enormous contradiction that exists between the importance newspapers place on up-to-the-minute news and on the rushing tide of changing events on the one hand, and the very limited attention paid to the fact that the readers—present, potential, former—are changing just as rapidly, and so are their interests, needs, requirements, usage and assessment of newspapers. Yesterday's news is out-of-date, while a 10-year study, if done at all, is still current.

We were, I think, justly proud of the good reception accorded our study of "Changing Needs of Changing Readers" and the addenda to it, supported by Inland, in which we checked out our findings among readers of three under-10,000 circulation newspapers. A lot of what the studies showed then is true today and worth still keeping in mind, but your readers also have changed and so have their needs, interests and demands.

The single biggest lesson from "Changing Needs," which still holds, is the sizable gap that exists between editors and readers—and the feeling out there that you edit papers for each other, rather than for your readers. The gap was created by several specific factors: your failure to know your readers and to realize that their needs continuously change based on their lifestyles, outlooks, attitudes and values, and needs. You were not delivering what was critical to them: the care, quality and content of local news. As we said then, readers thought of editors of metro papers as the "Paris to Peking" crowd. Among smaller papers, the complaint was that, on the other hand, you were too parochial—and at best overly dependent on wire copy.

A lot—almost all—of this is true today, but with differences, for a lot has happened since. Even though we are just at the start of the '80s, we are a long way from the '70s. The social climate is very different; some major new trends are emerging as others are fading—and both will have to be factored into what you write, cover and emphasize, if you are to better service your readers.

The emerging social climate. Three shifts are taking place in the United States that will undoubtedly make the 1980s quite different from the decade of the '70s, and every one of them has a profound impact for you, from wherever you come.

- The first shift (of which you are all aware) is that the baby boom has grown up and that our population is aging. The important fact to keep in mind is that we are seeing a 42-percent increase in the age group between 25 and 40 years of age—and for newspapers this has to be catch-up time if we are ever to capture that elusive youth market of the '70s that we had such trouble dealing with despite our emphasis on entertainment guides, how to live dangerously, articles on self, etc.

Happily, there are some signs, as in the past, that the maturing of the population will help us. For example, in a recent national study, among people under 24 years, 22 percent are daily newspaper readers, and this compares with close to 40 percent of those 25 to 35 years old. This is an important, quantifiable leap, but it sure doesn't match the 59 percent who are 40 to 49 years old who read every day, or the 69 percent of senior citizens who are daily readers.

What these numbers say to me is that the group of readers whom we have to reach and convert to regular newspaper readers *now or never* is that all-important, 25-to-39-years age group; and that we have to realize that while they have matured, they are still a different audience than we have serviced in the past. Many of them remain single or get single again several times, live in high-rise apartments, put off having babies and are different from their previous age cohorts, especially in their fears about the future and their concerns about the present. Remember this too: We're in a period of fewer people but more households, and they are major contributors to this. So your chief target market is clear.

Also, you had better not take the senior-citizen group for granted, either. They, too, are representing more and more of your key market segments.

- The second shift deals with the economy, and here I am not talking just about the recession blues, but rather the far more fundamental move away from America's classic optimism about the economic outlook for the future. Many value changes occurred in the early 1960s in the United States because of what was then called the "Psychology of Affluence"—that is, the widespread belief in almost infinite national wealth and economic potential. Most Americans were convinced that our country was number one in all respects, especially in technology; that they could enter the system if they ever felt like it; that they could live immune from what was happening in the rest of the world; and that the future could be brighter than the past.

This outlook not only influenced our values and how we lived but also what we read—and read in newspapers. Economic indicators were for bankers, business news for business people. Headlines were enough for national and international news. And people began to turn more and more to newspapers for usage, entertainment listings, living the full, rich life, and immediate use—what's on sale, where do you go to eat—rather than for information.

This was particularly true through at least a good part of the '70s. It's no longer so. A shock wave has gone through the country, and right now in the '80s there has been a tremendous turnabout in people's views and fears.

More and more people seem to recognize that we are living in a far more complicated world, that there are limits to the economic pie, and that we are not regarded as number one in many parts of the world as well as by many at home. For the first time, according to our figures, over one in five people believe that their children will not be richer or better off than they were—and almost half are concerned about the possibility of nuclear war breaking out somewhere in the next five years; and among the middle class, 48 percent are worried about losing their jobs.

The result for newspapers is twofold. Some readers have turned away because they cannot deal with the bad news. But for the majority of readers that we have talked to, they are once again beginning to stress the information side of newspapers rather than the entertainment or usage side. And national and international news are not only on the front burner but have personal and local implications. It doesn't mean, at least for the time being, the end of all of those special sections. They continue to serve a special audience and deal with the fragmentation in our society. but they should be scrutinized and reviewed. What I am saying is that people are beginning to recognize the immediacy of hard news—of not only hearing it or reading it but understanding it, and that is your job. Hard news is not just the economy, Falkland Islands or the latest crime, but my *job*, my future, my world, my safety.

- The third shift deals with reaction to the so-called "new values" themselves. As you know, in the 1960s, young, affluent Americans launched a social revolution that questioned and attacked our traditional Protestant ethnic commitments and our focus on materialism as a life goal. "Me" became all-important, and social pluralism became the key. The aftermath of this social revolution has been around for 20 years. Under the impact of time, changed outlooks and a changed world, people are beginning to react to the new values—to adapt, sift, decide what they like and what they don't like, what will continue and what will not continue.

You can count on more openness: The freer social attitudes will continue, and "me" will not disappear, but it will become less obvious and urgent. Don't confuse political conservatism with social conservatism. Premarital sex continues strong, the divorce rate soars, single parents increase—but marriages last *longer* even if they result in divorce. Remarriage is up. People are looking for commitment, and they are not that happy about their children enjoying the same values they had. Most young people are more interested today in day care, money funds or in a new company moving into town with jobs, than in a government official who announces he is a homosexual.

It is the context of these three basic elements—the aging of the population, the pessimism about the economy and the fear of the future, and the changes in the value structure of your readers—that is shaping the emerging social climate in the '80s. I would like to share with you what we feel are some of the new and changing reader needs that you will have to cope with and face.

What are the new or growingly important news interests and demands of readers? Let me limit them to the eight most important:

1. The perceived role of the newspaper. More and more, as I mentioned, we find that people are turning to newspapers for information rather than entertainment. They want both, but there is a growing recognition that they have a need for information far greater than they did a few years ago. I think this is good news. They no longer primarily look upon us as directories, either, although they continue to use and depend on us for this—and this also is good news.

2. There is a noticeable shift of emphasis from internal to external cues. "Focus-on-self" has not disappeared, but it has not delivered for many people. And now they want to know more about what other people are doing and thinking, and even what authorities are saying. Place that on the plus side. They also want people to think well of them, and this means being better informed. Add that to the plus side.

3. Local news is more important than ever before. But the definition of local news has been widely broadened. It is not limited to geographic boundaries but to a network of connections—where I work, people who live in similar communities, people with similar interests. In other words, local news has lifestyle as well as geographic parameters. It's one reason some of you may want to reconsider resectioning your paper. If you go geographic, be sure you zone according to people's life patterns—not your trucking routes. And for a metro paper, don't count on living forever in a world where suburban people will continue to buy two papers a day. Also, from little weeklies big competitors can come.

4. A growing trend toward meritocracy. The popular elitism and egalitarianism of the '60s and '70s is out, and more and more we find that people are interested in and identify with those who are successful and glamorous. The interest is greater if the rich and successful happen to live in, come from, have some association with the area. Glamour is back. Fashion is in for both men and women. People, even those who are worried, prefer to identify with the rich rather than the poor.

5. Women know their place—the new one—recognize their options and have settled in. Women may be in trouble as the last hired and the first fired, but don't look for any return to the traditional "no-option," "single-minded" commitment to being a wife, mother, homemaker or the exclusive readers of women's pages. Keep a few numbers in your mind when you are thinking of female readers: 51 percent of the undergraduates in college today are women; 30 percent of those in business and law school are women; and 25 percent of all medical students are women. And with varying options available, forget your image of the drab housewife shining her floors to make them clean enough to eat from. She can just as easily be a Ph.D. who has decided to take off three years to stay home with her baby. Let me put it this way: The whole paper belongs to and has an audience among women readers, including sports, business, etc.

6. It's the men who are in trouble. At least some of them. The most troubled group we find in our society today are the men (very much a part of your 25-to-39-years-old age group target) who are having the most trouble adapting to the new role of women and their search for new signs of self identity, since bringing home the bacon and being the main provider no longer work. And most newspapers and magazines have done nothing to help them. You may want to review your lifestyle sections or new sections with this in mind.

7. Back to the home. One of the biggest changes we have seen recently is the shift from leaving the house for leisure-time pleasures to staying at home, and it is not just a result of the economy. The home today has once again become a central focus of people's lives—and for a variety of reasons.

First, if we come to the aging of the population—with small kids at home you just don't go out as often.

Second, if you own a home, it's recognized as the best hedge against inflation that you can have. In other words, it has become financially far more important and is thought of in that way more than ever before.

Third, everything has been done to make the home more convenient, including take-home foods and microwave ovens. And, if you will, it is becoming more and more an entertainment center. People will still go out to restaurants, movies, etc., but the big new excitement centers on the home and offers us editorial opportunities as well as more reading time. Newspapers are read while doing other things.

8. Other specific changing news interests. Finally, let me mention just a few of the new hot buttons. But before I do, remember you had better weigh each of these against your own constituency, for social pluralism is still in, and we are a long way from being a homogeneous society.

- Economic news—national, regional and local. Big, big, big! But for heaven's sake, it should be written for ordinary people and in a language they can understand. De-mystify it if you can—GNP, consumer price index, productivity index, and employment and unemployment figures that don't seem to go together. People don't understand what all of this means, much less what is good for them versus what is bad and how to put it together, and the graphs don't do it either. My own recommendation is that economists should not be writing economic news or analysis. Give it to your sports writers; they can probably do it better.
- Business news. Notice I didn't say business section, for most business news has become very personal—it means jobs, no jobs, staying, moving, career opportunities. I would like to make one key point: Many people interested in business news don't read the business section. That's for the big shots. They want the kind of information they need in the front and local news sections.
- Financial news. This is different from economic or business news for readers. It represents an ongoing shift from yesterday's idea of "live for today," to today's "worry about tomorrow." A lot more readers are talking about and asking for information about money funds, interest rates, IRA accounts, and savings and loans, than watching full stock market listings, commodities, etc.
- Health. Last year, we talked about physical fitness, and it is still with us, especially among new value people. While most of your readers still like to talk about physical fitness, the big new interest for the masses is how to be healthy and live forever without doing anything other than benefitting from all of those medical breakthroughs.
- International news. Every indication we have is that people continue to look to television as their main source of international news. TV's headlines and 30 seconds seem to be enough. But if you don't mind, it's partly your fault—at least according to our research. For your tendency is to back up the TV headlines with more and more details, and not enough of what it means to me living in the United States. There's a lot of interest in international news. But to put it in the simplest terms, it works best when you don't just add details but help people to understand it.
- Personal safety. Every place we have been, we hear the same story. Fear of crime. It no longer needs to be augmented. Rather, people want to know (and this is considered hard news) what to do about it; who's doing something about it; what can I do about it.
- Technology. It is hard to believe that it is only a few years since the country frowned on technology as the source of all evil. Now it is the closest thing to being looked upon as the new Messiah—the solution to almost every problem: the economy, being number one, ensuring advancement, making life simple, living longer, being assured of work, or having to work less or losing your job because robots will do your work. But I think what readers will want is more hard news about technology—and not for high-tech people, but everyday readers.

Conclusions. You are playing in a rough market in the 1980s. We have not even mentioned telecommunications and its implications. Your readers are grown-up—matured and changed a lot since the '70s. Those who found you irrelevant in the '70s—the dashing, live it up, "me" generation—are older, not your main market, and many are in deep and serious trouble. They need and want your help. They want to read you because you are essential, not peripheral. Yes, they will love your special sections, but the new love affair will be built on a more solid and meaningful relationship—that is, if you get to know them and edit your papers with their needs in mind.

Remember: Facts. Relevance. Information. Help and direction, and then the goodies.

The Twin Perils: Arrogance and Irrelevance

Kurt M. Luedtke, former executive editor, Detroit Free Press, and writer of screenplay, "Absence of Malice"

How many of you really believe that the public is really capable of making important decisions for this society?

OK. Then let me ask you this: Are you willing to put your definition of the role of the press to a popular vote? Will you let your readers decide how useful you really are? Let the public will determine the extent of your rights and privileges?

Because if you won't, what do we do to protect ourselves against an institution grown so powerful and become so undisciplined that we are defenseless against your ability to affect our lives?

On your discretionary judgments hang reputations and careers, jail sentences and stock prices, Broadway shows and water rates. You are the mechanism of reward and punishment, the arbiter of right and wrong, the roving eye of daily judgment. You no longer shape public opinion, you have supplanted it. There are good men and women who will not stand for office, concerned that you will find their flaws or invent them. Many people who have dealt with you wish that they had not. You are capricious and unpredictable, you are fearsome and you are feared because there is never any way to know whether this time you will be fair and accurate or whether you will not. And there is virtually nothing that we can do about it.

So how do you think the referendum will go on *New York Times v. Sullivan*? Joint operating agreements? Reportorial privilege before the grand jury? Prior restraint of the publication of government secrets? Premature disclosure of criminal investigations? Publication of the names of juveniles and rape victims? The right to make use of stolen documents? To violate the law in pursuit of a story?

If you lost that vote—if it were the law that damages would be awarded whenever false publication caused injury, if the anonymous source could speak only with the knowledge that his identity might one day be revealed, if it were left to the courts to weigh the societal value of publishing a fact against the societal cost of doing so—would the people be worse off? There's a risk, certainly, but is a corrupt judge more dangerous than a reckless newspaper? What if a man *does* have a right to confront his accusers? What if it *ought* to be against the law to publish the plans for a hydrogen bomb?

If you lost that vote, would America be less free? Are we more free than Britain, France, the Scandinavian countries? Their *press* is less free—they have already decided every question on your ballot and elected to restrict—but their *citizens* are every bit as free as we are. The near-absolute freedom which you enjoy is *not* essential to a functioning democracy: Every society in the world has found it useful to exert a greater measure of control than we do.

They can do it, you know, the mob out there. It's not likely, thank the Lord, but there is nothing in our law to prevent public regulation of the American press if enough Americans get het up about it. I wouldn't endorse any constitutional conventions, if I were you.

For the record, I happen to think that the First Amendment is far too important ever to be allowed to become a public question. But you are pushing awfully hard.

You seem to be oblivious of the fact that any expansion of your rights necessarily results in a constriction of mine. And you badly underestimate how naked we feel and how resentful we are now that it is clear that we have no remedy for inaccuracy.

Times v. Sullivan was a very bad case, and, as a matter of heresy, let me say that I think it made very bad law. If public discussion cannot survive without libel, then it ought not to survive at all. As a matter of fairness, there is just nothing wrong with paying compensation to someone who can show falsity and damage. The burden on the press was not at all excessive; the "chilling effect" which the threat of libel action posed chilled exactly what it was supposed to.

Times v. Sullivan and the subsequent decisions which flowed from it swept away 500 years of libel law, and however damaging the new law has been to the poor souls who are wrongfully accused, it has been equally damaging to the press. It is simply too easy to get it wrong these days, to let the professional leaker find his way into print in the cloak of the usually reliable source. Under the burden of *stare decisis*, the court itself has been wrestling with *Times v. Sullivan* for almost 20 years and has made a hash of it so you still don't know where you stand.

And *Times v. Sullivan* was sufficiently incredible as a guidepost of public policy that it badly muddied the water as to just how sacrosanct our already free and already unfettered press ought to be. If it encouraged you to think too well of yourselves, and I think it did, the fault can at least be shared with the high court.

Times v. Sullivan was a gift, but your reaction has not been a graceful one. Now you are forever inventing new rights and privileges for yourselves, the assertion of which is so insolent that you apparently feel compelled—as I certainly would—to wrap them in the robes of some imaginary public duty and claim that you are acting on my behalf. If I am indeed involved, then I would like you to do a little less for me. But of course I'm not. Your claims of privilege have nothing to do with any societal obligation because you have no societal obligation: That is the essence of what the First Amendment is all about.

Meantime, we have bred a whole generation of newspaper people who without apparent difficulty hold simultaneously in their heads the notions that they are armed with a mandate from the public and are accountable to no one save you. You ride whichever horse suits you in the situation until eventually you are persuaded that whatever you choose to do with your newspaper is somehow done in the service of the Republic. The press is full of itself these days, and frequently, it is simply full of it.

There is no such thing as the public's right to know. You made that up, taking care not to specify what it was that the public had a right to know. The public knows whatever you choose to tell it, no more, no less. If the public did have a right to know, it would then have something to say about what it is you choose to call news. At which point, bring on the First Amendment, Charlie, these guys are trying to tell me what to print.

Neither does it make much sense for you to tell me that you are, self-appointed, my watchdog. If I could get you to say who the senior administration official is who sounds so much like my secretary of state, or if I could get you to squeal on the creep whose salary I pay who's running around leaking grand jury information, I would be somewhat more persuaded that you are watching what I want you to watch. But you aren't, and you don't have to. The First Amendment says so.

Your rhetoric notwithstanding, there are a lot of things the First Amendment does *not* say. It does not say that the freedom to print means that we are obligated to make it easy for you to gather news, which is what your access argument comes to; and it sure as hell does not say that a journalist—whoever and whatever that is—does not have to talk to a grand jury. It is inconceivable to me that you do not see the violence that such a position, if maintained, would do to the most basic individual rights of our citizens. Its promulgation makes a mockery of the role you claim as defender of the democracy.

The publication of a newspaper is in itself a pretentious act: It should come with a daily apology. We are met instead with your firm insistence that you must be uncontrolled so that you can perform—unbidden—an essential public service which is so essential that the people for whom it is being performed must not be allowed to control it. That is wonderfully circular but not very endearing. Such thinking must inevitably lead to arrogance, and it has.

By a reasonable standard, the American daily print press turns in a performance that is simply competent. It is highly motivated, usually well-intentioned, frequently accurate, occasionally useful. And every now and then, when it combines with the moral indignation for which it is notorious a correct perception of what it is that's really relevant to those it swears to serve, it is a prime mover in the betterment of the society. I'd give it a "B" and vote to keep it.

But your continued claims to special privilege and your rigorous refusal to acknowledge that you do a difficult job imperfectly require that we measure your performance against a much higher standard. It is then clear that while you may be good and useful, you're not *that* good and useful. You're asking for more than you're entitled to.

Your shortcomings would be more tolerable if we had a sense that you were willing to listen, but you do not suffer your critics gladly and surely not with humility.

There is, of course, the fact that you own the presses, which has raised a question in some minds about who will have the last word in any discussion of your virtues. I think it is fair to say that you are disinclined to listen to any complainant who seems to have an ax to grind, a category which of course includes most of those who make news regularly and so are in a good position to have an opinion. It seems to be your notion that any criticism which springs from one who seeks the readers' favor is somehow polluted at the source. The dismissal of all politicians, bureaucrats, businessmen, judges and police chiefs seems to me somewhat preemptory, but I must admit that it does control the size of the crowd. That leaves only the little guys, and it is an article of faith among you that the lay public simply cannot understand what news is, how a newspaper works and why newspapers sometimes do things that hurt people.

Your dismissal of your critics is not very subtle, but it is certainly efficient. The silence which results may be soothing, but it is easily mistaken for approval. It is a personal opinion of mine that reporters really don't realize how inaccurate they are simply because they assume, as I must say I would, that a story is correct until someone complains. Left out of that equation are all of those who don't want to make waves, or who are afraid of offending you, or who don't know how, or who cool down and don't bother, or who are brushed off by whoever answers the phone. Call your city desk anonymously some time and see if you like the feeling.

If reports of your rectitude are somewhat exaggerated, what about your utility? Are you really an essential part of our lives? I think you can go to the marketplace for an answer to that.

Were you in fact as useful as you sometimes claim to be, a grateful nation would reward you with circulation penetration beyond the security analysts' wildest dreams. The fact, of course, is that circulation has not kept pace with population growth in almost 40 years. We don't need you quite as much as you tell us we do.

Whatever it is that the industry is doing, you are not creating a reason to buy. You have become not an essential product but a discretionary one, and well more than half the households in the country have elected not to participate.

You are editing newspapers for people as you think they ought to be, not as they are. They ought to be interested in the daily processes of the multiple governments which serve them, but they aren't. They ought to be following what's going on in the United Nations, but they don't. They ought to keep particular track of what their congressman is up to, but they won't. They are largely apathetic about their roles as citizens, defeated by their apparent inability to make their governments respond to their wishes. You can reach them with news of war and Social Security and not much else. Voter participation has dropped every election year for the last 20 years; in 1980, only half of those eligible to vote bothered to do so.

You can justify your abundant and rather overstaffed coverage of America's political processes philosophically, but you cannot do it as a matter of reader appetite. It continues because you believe in it, because you've always done it that way and because it is, relatively speaking, cheap. In every governmental building in the land, Monday through Friday, some tax-supported something or other is staging an event for you to cover with whoever happens to be available. It looks like news, it feels like news and nobody reads it. Creating detailed information which the reader can actually use is substantially more costly in both time and newsprint.

Event-centered news which the reader in fact acts upon is almost nonexistent: If an event has appeal, its appeal is that of entertainment. Man bites dog is an entertaining event; so is dog bites man if either creature is somehow special. Too much news offers neither entertainment nor opportunity for reader action, and news really should do one or the other. It is awkward and very nearly cynical for me to say out loud that news isn't news unless it's entertaining, but that, I think, is a fact of the marketplace. One interesting thing about television is that it takes its customer exactly as he is. The TV people don't like it either, but they live with it and they reach a lot more people than we do.

There is in my mind a clear distinction between news and information, and it is there, I think, that your opportunity lies. Americans are hungry for information, material that they can put to use in their immediate lives. If you search through your newspaper for information that the reader can actually act upon, you will find very little of it that isn't advertising. There is the TV book, the weather and the food pages; at most newspapers, that's pretty much it.

If you tell Americans how to do things, if you give your readers information they can put to work, they will buy your newspaper. They may even read a little bit about government in the process. People are crazy to know how to do almost anything, even things they'll never do in fact. Half of the books on the current nonfiction bestseller list are "how to's." The success of the special interest magazines is a manifestation of "how-to-ism." A "how-to" headline will normally finish first in your readership surveys. There is simply nothing wrong with being useful.

Commercial television offers very little information and probably can't: The time constraint is too great, and its market is too broad. Useful information is necessarily specific and plays always to a fragmentary audience. Being informative should be your cup of tea, though there's one clear threat on the horizon.

The television set you buy today is probably wired for 105 channels worth of cable. There is nowhere near enough programming around to supply even a small percentage of those channels. They are effectively for sale to anyone with an information service to sell, and they are cheap. The cable channel lessor can afford to reach for a very small cut of your audience, and to the extent that he correctly identifies the viewer appeal of the information he provides, he can sell advertising with it. I don't think he can hurt your circulation, but enough people like him can do a lot of damage to your retail advertising base.

If you'll forgive a personal example, I can provide an illustration. My daily newspaper, the Detroit Free Press, runs a very thorough weekly editorial restaurant guide. Its readership is very specific, not huge in number but well upscale in demographics.

For economic reasons which I'm sure are sound, a decision has been made that the guide henceforth will be published only monthly. I now buy a city magazine for only one reason: its restaurant listings. I'll continue to subscribe to my newspaper, but I have added one more number to the magazine's circulation guarantee which it will use to sell against that newspaper.

Cable could supply the same service, and I think advertisers would find it an attractive buy.

It's not my place to give advice, but since that didn't bother me 20 minutes ago, I guess it won't inhibit me now.

Lower your voices. Be useful. I'll respect your rights if you'll respect mine.

“Editing for Real People— Not (necessarily) Reporters, Editors, Publishers, Politicians or Contest Judges

David Lawrence Jr., executive editor, Detroit Free Press

After reading a lot of your newspapers for the past couple months, I've come away thinking that a lot more good is going in newspapering today than probably any of us realizes. But I come away with just as strong an impression that our newspapers ought to be a lot better than they are.

Two months ago I asked more than a hundred editors—from Cheyenne, Wyo., to Palm Beach, Fla.—to send me examples from their newspapers of reader-oriented editing. Most editors—but not all—thought they had a lot to brag about. If the truth be told, a few of those editors really shouldn't have been bragging; that's why I ended up using a number of Detroit Free Press examples, and that's probably why I appreciated the refreshingly honest response of the editor from Maine who did a lot of searching through back copies of his paper for outstanding examples of modern-day journalism. After all that searching, he wrote me: “We've tried our hardest, but I fear we're not on the cutting edge of journalism.”

Let me begin our exploration of the “cutting edge” of journalism by quoting a great newspaperman on the subject of great journalism. Said Jack Knight: “I always operated on the philosophy that if I could borrow, adapt or steal a great idea, that was journalism at its peak.” What I want to do today is share some ideas that are worth stealing for your own papers.

If you're going to purloin quality, prepare to pay something for it. And don't be surprised that some of your editors wonder sometimes whether you are willing to spend the necessary dollars. Ed Johnson, the executive editor of the Gainesville (Fla.) Sun, wrote me: “Too many publishers still insist on obstructing the improvement of their own news product.” Editor Johnson calls those sorts of so-called “savings” a “horribly counter-productive way to save a buck. . . . (E)ditors who know their readers,” he said, “will have sense enough to keep costs in mind.”

But money isn't what I want to focus on today. Approach and attitude are where I am really headed.

Getting closer to readers isn't a gimmick. The most successful editors and publishers believe readers are smart people. Too many reporters and editors and even publishers don't really care much about readers, mostly because they don't know that many readers.

Here's how three editors approach knowing, getting—and keeping—readers:

- Brandt Ayers, the editor and publisher of the Anniston (Ala.) Star, thinks “a newspaper with character and intelligence . . . (shouldn't) be too self-important to drop by the service station after work where the deputy sheriffs gather for a beer and ask ‘How you boys doin’?”
- Judy Clabes, editor of the Sunday Courier & Press in Evansville, Ind., believes “nothing is more important than a newspaper's role as a watchdog. But the watchdog does not always have to bite. Good news (can be told) without resorting to . . . inappropriate cheerleading.”
- Beverly Kees, executive editor of the Grand Forks (N.D.) Herald, says her newspaper writes “for hockey fanatics, bookworms and cooks, Republicans and Democrats, young and old—something for everyone, understanding that no one will . . . be interested in everything.”

So who is the reader, and what does he or she want and/or need?

The reader, ultimately, wants news. Wally Allen at the Minneapolis Star and Tribune, echoing Ruth Clark's message on hard news, thinks “the only thing that works for very long is producing a better NEWSpaper,” with the emphasis on “news.” Meanwhile, is the definition of news changing? Sid Hurlburt of the Wilmington (Del.) News-Journal believes news no longer can be defined as “Something which happens within 30 feet of a publisher, an editor or a publisher's wife”! For examples of solid news coverage, look how the Charleston (W.Va.) Daily Mail covered a Vietnam vet who went beserk in a church . . . or see Newsday's series on gasoline bootleggers.

Local news, of course, involves understanding the area where you publish. A casinos page works well for readers of the Atlantic City (N.J.) Press, but it probably wouldn't mean much in your community.

And local news is not just a message for smaller papers. Chuck Hauser says local coverage in the 225,000-circulation Providence (R.I.) Journal-Bulletin “goes all the way down to Cub Scout awards. We don't concede local news to anybody. We deliver ‘chicken dinner’ news with a vengeance.”

You'll find part of the local-news answer—but not all of it—in zoned sections. Or the zoned Community Bulletin Board from the Albany (N.Y.) Times-Union. Superb local-news editing means caring about the small things as much as you care about the big things, paying attention to what it means locally (as in the weekly best-sellers list in the Free Press which gives readers a chance to compare national and local sales).

It's paying attention to the minutae of life—to those items that readers really care about. The real estate transaction in The Miami Herald's Neighbors section. Or the local inserting in a Free Press wire story about crime in Israel which told our readers the comparable facts about Detroit. Or the special Background boxes we run when there's a major development in a country, perhaps comparing that nation's population to Michigan's or its size to a well-known suburban county.

It's **really** knowing what your readers are interested in. For instance, what couple married 50 years ago didn't have a photographic record of their wedding? Knowing that, try The Charlotte (N.C.) Observer approach: To that obligatory two paragraphs on the local residents who've been married for 50 years, how about another paragraph on their secret for a long marriage? And why not run that wedding picture of 50 years ago alongside one from today? Readers, of course, love to see how faces and people change over the years. Or, in the case of 1982 weddings, take another page from the Observer—run the groom's picture as well as the bride's (under the theory that most of us want to know what the turkey she married looks like!). And how about a short paragraph on how the couple met—bowling, at the pizza place, wherever? Those sorts of things make our pages and life itself seem less routine. In that spirit, you might want to handle the horoscope the way we do—accompanying it daily with a known person's birthday, often local.

You and I need to think big and small. We live in the Age of Market Segmentation, represented most compellingly at the moment in the ongoing segmenting of our TV sets into cable and pay channels that focus on news, ethnic identity, sports, movies, even soft porn. So let's talk about a dozen segments of reader interest, and how our newspaper can reach them:

1. *The economy.* The No. 1 topic on people's minds today. We can help our readers survive and prosper (and, in turn, help ourselves prosper, too). Harry Reed, editor of the Jackson (Mich.) Citizen-Patriot, thinks these economic times demand that we offer a lot more solutions because readers "have a lot more problems than solutions." Newspaper coverage has tended toward such stories as a recession series in the Eugene (Ore.) Register-Guard, or, more rarely, the Mortgage Watch feature in the Chicago Sun-Times, or the handy box we run in the Free Press on new-car introductions.

But newspapers are beginning to add special business and consumer sections, too—for instance, weekly sections in the Anderson (S.C.) Independent-Mail, the Rochester (N.Y.) Democrat & Chronicle, the Cincinnati Enquirer, the St. Louis Post-Dispatch, or the quarterly business report in the Rochester Times-Union.

The best prospect (for readers and advertisers) is the Business Monday concept, introduced in several newspapers over the past year. Such a section launched just five months ago in the Free Press is already paying for itself even in depression Detroit. The premise is simple: We (and you) have an increasingly sophisticated business-page readership, and who better than us to offer those readers what they want and need to know about business in Michigan or your state? Our Business Monday section profiles local people and local businesses, lists the stocks of Michigan companies, pulls together the best local business statistics available. Business readers are pleased, circulation people are pleased, and there's enough incremental advertising to pay for the section and have some extra dollars as well.

2. *Crime.* It's the No. 2 topic on maybe most of our readers' minds. That interest is starting to show up in our newspapers. For instance, the New York Daily News runs a Crimefighters box seeking citizen involvement. Or see the Crime Quiz in the Omaha (Neb.) World-Herald. And note the increasing attention paid by even larger newspapers, such as the News-American of Baltimore, to listings of what crime is going on where readers live and work and shop.

3. *The weather.* TV knows how to do it; generally, we don't. The folks designing Gannett's USA Today obviously believe weather will be important, as you can see from their prototype. The St. Petersburg (Fla.) Times, published in one of this country's most tourist-conscious areas, assigns a full-time writer to the subject; Barry Bradley, the Weather Man, is backed up by 23 volunteer readers in five counties. Each, armed with a small backyard "Times Weather Station," phones in rainfall and temperatures to the Times daily. Meanwhile, The Patriot-Ledger of Quincy, Mass., runs a daily Weather Watch with weather and tides information which change depending on the reader zone. And the Rochester Democrat & Chronicle, upset about government plans to close the Weather Bureau office and knowing that readers take their weather very personally, put the pressure on—successfully—through readers sending in more than 5,000 coupons in protest.

4. *Government coverage.* This sort of coverage these days is more important than ever, but you'd be hard pressed to prove by our newspapers that we understand that—except in volume. Government coverage needn't be dull, but the non-dull generally is the exception. If only we could force our reporters and editors to say in the second or third paragraph—or even the first—what a story really means. Ask your reporters and editors if they can answer these three reader questions in a government story: (1) Is it going to help me or mine? (2) Is it going to hurt me or mine? (3) What will it cost (not in millions of dollars, but to me)? If we cannot answer those basic sorts of questions, should we be running the story?

Government news is important news. The Washington Post, for example, obviously understood that a majority of its readers depends on government salaries or benefits when the Post launched its Federal Report page less than a year ago.

We tend toward doing a better job on bigger things, like the Chicago Tribune's explainer on primaries. Where we need to make the most progress is on making the routine mean something to the individual reader.

5. *Sports.* Do right by this area, and I can think of no quicker way to trace increased sales. Burl Osborne of The Dallas Morning News told me sports was "the single most important area for us," and sent along a fans' page. Don Hatfield of the Huntington (W.Va.) Herald-Dispatch reported: "We're changing deadlines, press starts and truck routes . . . to give our readers" later sports.

Obviously, we can sell extra papers (and extra advertising) off special sports occasions, as witness this Chapel Hill (N.C.) Newspaper tab on the soon-to-be NCAA basketball champion North Carolina Tar Heels. But let's go back to minutiae again. The true sports fan loves statistics (which is why we launched a full Scoreboard page a year ago and just started a Baseball Page a few weeks ago). How about the Pitching Form chart from the Chicago Sun-Times? Or the baseball standings in the Free Press where we tell you how every team is doing against other teams in the league, or how the basketball Pistons were doing vis-a-vis their record last year.

Sports-reader-oriented editing means emphasizing complete TV and radio sports listings, and making sure the Friday paper carries complete listings for the weekend so readers can plan their leisure lives. (It's, in fact, understanding that a sports event on TV can mean thousands of extra sales; in Detroit, for instance, we can sell 10,000 extra papers on Monday if the Lions win Sunday.) It's outdoors coverage, too; for instance, the tip box we're running each Sunday on our Outdoors page.

6. *Health, medicine and science.* Abe Rosenthal at The New York Times, which launched a science section three years ago, says their surveys show that section is "the most popular reader section we publish." Elsewhere, a Yankelovich study, completed late last year, listed health and science atop the list of sections readers would most like added. The message seems obvious: We need to be looking at possible science, health and medical sections (or combinations thereof), as witness the Health and Physical Fitness special section from the Omaha World-Herald. Meanwhile, solid coverage can build strong readership—as witness a science exclusive from the San Francisco Chronicle or a heart series from the New Haven (Conn.) Journal-Courier.

7. *Sex.* I shouldn't need to tell you this subject is important to readers, but I guess I'd better—I couldn't tell by reading your newspapers that you thought your readers were very interested in sex. But there are some positive signs. A "Love Drugs" series, for instance, in the Palm Beach Post was an important warning to drug experimenters. The subject can be handled with taste—for example, a transsexuals series in the San Francisco Chronicle or The Washington Post's Style Plus article on homosexuality. At the Free Press, we run a sex advice column regularly. Despite the explicitness of the subject matter, we seem to get complaints only when a copy editor decides, foolishly so, that the column needs a "sexy" headline.

8. *Children and the elderly.* The young represent potential readers we must have; the old represent our most loyal readers (and the fastest growing segment of our population). Some examples of what can be done: The Mature Adults guide in the Fort Lauderdale (Fla.) News; the Evansville Sunday Courier & Press workshop for grandparents; the Traverse City (Mich.) Record-Eagle's teen Q&A; the Out & About section on children's interests in The Sacramento (Calif.) Bee; a Los Angeles Times' Home section focused on "creative kids"; The Miami Herald's Social Security column, reflecting the reality that one of every five people in this country receives such benefits; the Grand Rapids (Mich.) Press' weekly feature called "With Us Today," focused on age-60-and-older achievers.

9. *Women and minorities.* For the next week, count how many headshots you run of white males, and see how many you run of women and minorities. (And are most of the depicted minorities in some sort of trouble?) It is, quite simply, in our self-interest to be fair in coverage. In the papers I saw, coverage of women and, to an even greater extent, minorities, is woefully lacking. Sure, there's some positive coverage—a "Being Black" series in the Huntington Herald-Dispatch and a similar one in the Pittsburgh Post-Gazette, or the "Women in the '80s" series from the Rochester (Minn.) Post-Bulletin. But we will not have gone very far until our pages reflect everyday access for all our readers.

10. *TV.* From the Corpus Christi (Texas) Caller and Times to the St. Petersburg Times, newspapers are starting to get the message on listings. TV Guide, because it worked hard to ensure its listings were accurate and complete, became this country's biggest selling weekly magazine. Meantime, newspaper readers often found out they couldn't depend on us for TV listings. Today TV Guide is having its own troubles because it hasn't yet figured out how to handle cable. And, make no mistake about it, cable listings represent a big reader opportunity for us. (In the St. Petersburg and Detroit markets, where the newspapers do a good job of regular and cable listings, TV Guide has about half its normal national penetration.) Meanwhile, television has a place elsewhere in our pages, too—for instance, the soap opera stars box which takes very little space but is a good-reading nugget every Sunday in the Free Press.

11. *Education.* As parents and citizens, we—and our readers—care a lot about our children's education. Although the educational bureaucracy is too often our focus, we are making progress on covering people and being more useful. Consider the testing-schoolkids tab in the St. Paul (Minn.) Pioneer-Press, or the higher-education section in the Wichita (Kan.) Eagle-Beacon, or The Indianapolis Star section detailing the impact of desegregation. And we need to involve parents and children in the paper. Maybe through daily weather drawings by schoolkids, as in the Akron (Ohio) Beacon-Journal, or through kids' book reviews in the Detroit Free Press.

12. *A sense of the past.* The fascination with the past is seldom noted in the present. I had trouble finding even these two examples: a Frontier Kansas series in the Wichita Eagle-Beacon and an article in the Holland (Mich.) Sentinel. Think how much better an interesting Boston Globe feature on yesterday's scenes would have been alongside a small photo illustrating how that location looks today.

Assuming that we now all appreciate and understand those reader segments, let me suggest a half-dozen other elements in successful reader-oriented editing:

1. *Usefulness.* The examples are many—from the newcomers' guide in the Long Beach (Calif.) Press-Telegram to the first-rate weekend Calendar section in The Boston Globe. Usefulness means the parent guides we run with every movie review in the Free Press, telling the degree of sex, violence and obscenity in a movie. Or the Louisville (Ky.) Courier-Journal's Road Show box on traffic problems; The Miami Herald's Q.&.A. on condominium living; the emphasis in the Buffalo (N.Y.) Courier-Express on breaking out boxes telling readers how to take personal advantage of what we're writing about. But it's remembering, too, the words of Tom Parsons of the Pine Bluff (Ark.) Commercial: "Straightforward reporting of what's going on . . . is itself quite useful . . . enabling (readers) to plan for the future, evaluate their government, or know what is happening or could be."

2. *Reader participation.* One good way to keep readers is to give them something to do. Maybe it's the "I Love Where I Live" feature in the Florida Times-Union which Editor Bob Clark reports has received more than 500 offerings; or the "Scary Story Winners" in the Long Beach Press-Telegram; or the save-the-hockey team campaign in The Denver Post; or the Readers Write for Readers page in Saturday's Minneapolis Tribune; or the hundreds of entries we received recently in our contest to find a new, unknown "celebrity."

3. *Fun.* It's making sure the paper isn't too "heavy"—that there's some humor on Page One. The tongue-in-chic Living

Well section in the Memphis (Tenn.) Commercial-Appeal. Or the comic book-sized approach of The Chapel Hill Newspaper. Or the Adventure section in The Denver Post.

4. *Accuracy.* Readers need to sense our passion to get things right as well as our passion to fix our mistakes. Listen to these sobering words from Ted Natt, the editor and publisher of the Longview (Wash.) Daily News which did so well in covering the eruption of Mount St. Helens: "Little things matter—getting names spelled correctly, getting facts straight, getting quotations right. Nothing convinced me of the need for . . . improving accuracy more than my experience on the other side of the pad and pencil and microphones last year after we won a Pulitzer."

5. *Personal.* That means understanding, and appreciating, that a readership of 6,000 or 600,000 is built on customers one by one. It's the reporter's telephone number which runs on the local page of the Quincy Patriot-Ledger; the asking-for-complaints box in the Cape Cod (Mass.) Times; the sense of warmth in the "True Romances" introduction to the weekly weddings lists in The Dallas Morning News.

6. *Success stories.* We need to set aside some prominent room for hope. If our mission includes reflecting life, then there is much good that we can, and should, tell readers (who particularly need that sort of news in these tough times). How about this "Saturday Hero" feature in the St. Petersburg Times (which went one week to a dog which saved a child's life)? Or the "Eye on Reno" feature in the Evening Gazette where good deeds, good people are sought.

Finally, let us remember that we must be constantly changing, even if some of our readers don't like it. We must change quickly enough to keep up with society, and slow enough so our readers can keep up with us. Managing change is tricky, the difficulty of which is perhaps best expressed in a recent editorial in the Emporia (Kan.) Gazette. There, on the eve of a move to a narrower column width, that august newspaper editorialized: "Like porcupines making love, The Gazette moves carefully making changes . . . We change slowly, but we do change."

Getting Right with the Readers: Winning Respect, If Not Hurrahs

Robert C. Maynard, editor and publisher, Oakland (Calif.) Tribune and Eastbay Today

After hearing what Ruth Clark, Kurt Luedtke and Dave Lawrence have said, I trust no great amount of time need be spent now arguing the case for greater sensitivity in communicating with our readers.

Our credibility and standing in our communities depend upon our ability to humanize our institutions within and without.

My assigned subject is, "Getting Right with the Readers," and it could be called, "It's the Little Things that Count."

To prepare, I communicated with a number of editors and publishers across the country, some from large cities, most from small communities. A brief sampling of those communities will suffice: New Bedford, Mass.; Salem, Ore.; San Bernardino, Calif.; Cocoa, Fla.; Philadelphia; Binghamton, N.Y.; Rochester, N.Y.; and Oakland. That last one is included simply because I happen to know it better than the others.

It quickly became clear to me that the hardest work being done in the area of reader communication is at smaller newspapers. I am not certain of all the reasons for that, but it might have something to do with scale. Perhaps the relationships are easier to define and more intimate in small communities. "The public" in smaller communities is often your next-door neighbor. In large cities, "the public" connotes for some a large and faceless mass.

I can only conclude after this exploration of what is being done to "get right with the readers" that those of us in larger newspapers could benefit from seeing examples of what is being done at some smaller newspapers.

The specific examples are in themselves not as important as an intangible ingredient that I am persuaded must be present in any program to improve relations with readers. That intangible is called **attitude.**

An anecdote will suffice to illustrate my point. Several weeks ago, when I began working on this project, I placed calls to two news executives. By happenstance, they returned my calls later that day within the same hour. The first executive could almost be heard to snore as I described my project. When I finished describing what sort of information I sought, he said: "Yeah, we do some of that stuff. I can't think of anything specific off hand. Let me think about it, ask around the place and get back to you." He never did. The second editor was from a small Southeastern newspaper, perhaps half the size of the paper my first caller represented. This second editor said: "How great that you're doing this. We have several new ideas we are trying in that area. Let me tell you about them." My afternoon schedule was almost wrecked because we talked on the telephone for almost an hour about good community ideas. To boot, I received a ton of material in the next day's mail.

The second editor was more typical than the first, but there are still too many of the first and too few of the second.

No ideas for improving the relationship of the newspaper with the community will work unless those at the top believe deeply in the importance of better communication, recognize that most of what we do is not enough and send the message to the troops that more must be done for the sake of our survival.

So, what are some of these "small things" that can make such a big difference to our readers? I have attempted for the sake of orderliness to break them into four rough categories as I heard them from our colleagues around the country. Those areas are:

1. *Hearing from the community through face-to-face dialogue.*
2. *Helping the community communicate more effectively with itself through the newspaper*
3. *Soliciting community involvement in improving the newspaper*
4. *Demonstrating accountability and humanity.*

Face to face. Not all editors and publishers so regard it, but I think it is a privilege for a newspaper if concerned citizens want to meet the people who run it and share ideas and ask questions. I remember at one of the first of these I attended a woman said, "I never saw a real editor before." It is a two-way compliment when journalists and citizens show a personal interest in each other.

More than that, these sessions almost always provide story ideas and give flesh and blood to community concerns that never seem the same once names and faces are attached to those concerns.

At the earliest of these sessions, I discovered the deep and growing concern of the people of my community over nuclear weapons and the threat of nuclear war. You heard Ruth Clark say this fear now preoccupies half the American population. That statistic would surprise no one who spent time meeting and speaking with a cross-section of his or her community. The subject just creeps into conversation too often to ignore.

I grew up in the days when it was common to say that you could always tell a reporter but you couldn't tell him much. Now I hear that line applied to publishers, and I find it more worrisome than I did when I was a young reporter. When news executives take time to go out and explore the important work going on in their communities, they make better news decisions, and they reassure the other leaders of the community that they can still learn.

How much time do we, as editors, and publishers, spend learning our communities, especially those of us who work for companies that might have reason to reassign us from time to time? If you display a passionate curiosity about the history of the community—what makes the biggest industries and institutions tick, what makes the town tick—your staff will show more interest in such matters. Your newspaper will be the better for it.

Teaching your newspaper. Just as we can learn, we can also teach. One thing we can never teach too well is how to use the daily newspaper. To all too many readers, we are a complicated maze beyond their comprehension. You know how many times you hear someone refer to a front-page news story as an "editorial" and to a letter to the editor as a "column." We are simply not well understood.

The more we can do to help the ordinary citizen with something to cut through that maze, the fewer frustrated readers we will have.

A fair number of newspapers hold clinics for the publicity chairpersons of volunteer groups. It is the cheapest cup of coffee you will ever buy anyone. It should be repeated at least once a year, because new publicity chairpersons are being born every day.

Beyond publicity, citizens groups want to know who you are and what you think. The best solution is a well-organized speakers bureau. Two newspapers that produce outstanding brochures to support their speakers bureaus are Cocoa Today and the Binghamton Sun. They emphasize the importance of organization and advanced planning to gain the maximum benefit from the tool.

Solicit opinions. If what you think is important to your readers, what they think is even more important to you.

Several newspapers have begun heavy use of the opinion-sampling coupon. Two that do a particulary good job with the device are the St. Petersburg Evening Independent and the Philadelphia Daily News. The editors of both newspapers emphasize how valuable a guide the coupons are to gaining a sense of community feeling and communicating that feeling to others, especially those in authority. The coupons need not be regarded as scientific to be valuable, especially at giving people a sense of involvement.

The accuracy sheet is another device being used with greater frequency to serve two important purposes. It sends the message to the troops that the person at the top cares passionately about accuracy, and I would argue you won't get a high degree of accuracy unless you communicate that point somehow. The accuracy sheet is one way to see how accurate your staff is in the minds of those about whom we write.

Jim Ragsdale of the New Bedford Standard-Times recently described how the accuracy questionnaire works at his newspaper: "In 1981, we mailed 692 questionnaires. We received 393 responses. That's a 56.8-percent rate of return. Not shabby. The questionnaire is mailed at random, with news items selected by one of our secretaries. The publisher, editor or others may request questionnaires be sent on certain stories. The secretary attaches a news story with the questionnaire, which becomes most helpful when the return reaches us. We try to avoid people who are regularly in the news, such as politicians, school superintendents, etc. However, we do sample them from time to time. We enclose a self-addressed, stamped envelope for ease of handling. The replies receive expedited attention from the publisher and editor. After the editor, replies go to all the supervising editors and eventually reach the reporters and copy editors involved."

Jim reports an improvement in perceived accuracy, fairness and completeness over the last two years, as shown in the tallies of the replies.

Just as important, I think, is the opportunity this device provides for giving those who are covered in the newspaper a chance to give us back a piece of their minds. You might not always like what they say, but then, think of the pleasure you can provide to others.

Accountability and humanity. One way in which we do not provide pleasure, for sure, is when we are inaccurate and seek to hide that fact from our readers. Forthright, anchored, prominent corrections may make us uncomfortable, but they tell our readers we are trying to be accountable.

When we hide that correction, we further infuriate the person who was the subject of the error. And we give the interested citizens of the community the impression we are not playing fair with them or with those we cover.

In Rochester, N.Y., when the Ginna nuclear power plant had its difficulties, the Times-Union reported in a major front-page story that the power plant had failed to notify the Nuclear Regulatory Commission of a critical fact. When it learned it was wrong, the newspaper ran another major page one story, the lead of which was, "The story was wrong."

Sometimes, merely reporting a story was wrong might not be sufficient. It might be necessary to explain to the readers why it was wrong. An increasing number of editors and publishers are finding the best solution to that problem is to communicate directly with their readers. Some senior editors share the honors, rotating the column among several editors or sharing it with an ombudsman. Other editors and publishers harness themselves to the discipline of a weekly effort, hogging the glory for themselves. However they are done, such columns can be informative for the readers, but their main function is to humanize the institution—to let the readers know somebody down there cares and is listening and responding.

In a similar vein, considerable benefit has been gained from the occasional first-person story by a reporter describing the behind-the-scenes events of a big story. Reporters so often are asked, "What was it like?" "What was she like?" "How did you happen to find that particular angle?" Once in awhile, it's nice to tell them.

I have left for last the area of our single biggest downfall, the place of our largest opportunity. I refer to the telephone.

Unfortunately, I can tell you there are more wrong ways to answer the telephone being practiced at our newspapers than right ways. If you are not constantly reminding all the people in your building who deal with the public of their telephone manners, you should be.

These three anecdotes should suffice to tell you why:

- The first concerns Jim Driscoll, when he was editor of the Boca Raton (Fla.) News. Jim called several relatively small newspapers. He said he was Boy Scout scoutmaster and he wanted to invite a reporter and a photographer to a troop meeting. Talk about a runaround. He was passed around from department to department. He spent a fair amount of time on hold at each stop along the journey to nowhere. One encounter was with an editor who said the budget was already too large, leaving the caller at first with the impression that the size of the federal deficit had squeezed Scout news out of the newspaper. He meant, of course, the day's news budget. What would happen if you made similar calls to your newspaper? When last have you tried to place a classified ad or order home delivery?
- During the 1960s, an editor I know was horrified to discover that one of his news clerks received a request by telephone to cover a Boy Scout jamboree. The caller was told that newspaper does not "cover fascist organizations."
- At another newspaper I won't identify, a copy aide was heard responding to a complaining customer in the following words: "Madam, if you persist in this manner, I shall have no choice but to cancel your subscription."
- More than one editor or publisher has been shocked to find out an employee has recently told a customer to go straight to hell.

When these incidents occur, the customer usually does not go among his or her friends and say he or she was just abused on the telephone by an insolent employee. They say, "That paper down there doesn't care, the paper is rude."

What we as managers must teach with respect to the telephone and all else we have discussed here today is that the public is not an inconvenience. The public is the reason we exist. And in that regard, there are lessons aplenty for all of us to learn. I can only hope these ideas will generate many others in all our newspapers, large or small, across the land. We must always bear in mind that sensitive communication with the public begins with concern from the top. Only when we show interest in such matters can we hope our staffs will display a similar interest.

Summary

James K. Batten

I come out of this discussion with these conclusions:

- As Ruth said, the '80s are not the '70s. Our readers—their needs and their attitudes—are changing so swiftly that we must never relax and decide we've finally figured them out. As soon as we do that, they'll change again. I know some editors who finally, belatedly, deciphered some of the messages of the 1970s and are proud of it. The problem is, as Ruth explained, some of that wisdom may now be obsolete.
- Our problems are very real, as most of us, I think, understand. They are not small flaws inflated for the purpose of a convention program. You don't have to agree with everything Kurt Luedtke says to sense our underlying vulnerabilities. Our flaws are chewing at our underlying strengths, and if we don't confront them effectively, they could cost us dearly some day down the road. The atmosphere in which newspapers performed used to be, it seems to me, relatively benign. Newspaper reading was a routine part of the American lifestyle. Good papers prospered, and to a great extent, mediocre papers prospered. I don't think that's going to be true from here on.
- We better worry about getting back in the good graces of the American people. Because of the nature of our work—stepping on toes that richly deserve to be stepped on, among other things—we should not aspire to popularity. We *should* aspire to respect. But we won't win that respect unless we avoid the self-inflicted wounds of inaccuracy, superficiality, self-righteousness, cynicism and insensitivity. Too many of us have rested happily in the assumption that the First Amendment would protect our freedom, whatever winds happened to blow. The problem is, the First Amendment works only if the people of this country want a First Amendment, only if they believe it is serving them well—at least when they take the longer view. And too many people don't feel that way. You only have to glance at the polls.
- Finally, as Dave and Bob have made clear, there *are* effective, proven weapons available for publishers and editors who truly want to make their papers better. It's not as if there were no answers. There aren't any magic cures, but there are answers for newspaper people who really care about the future.

Accrediting Council returns voting majority to educators

The Accrediting Council on Education in Journalism and Mass Communications decided April 25 to change its voting system to give professors, not professionals, a voting majority.

The council is made up of 19 representatives of professional organizations, 11 educators and three public members.

The change, reversing an October 1979 decision to give each member one vote, had been advocated by the Association for Education in Journalism [presstime, Sept. 1981, p. 21].

Under the new system, educator members will have two votes each. The new procedure will be used for written votes.

The ACEJMC committee that examined the voting procedure and recommended the change said there was reason to believe that without an educator majority, or at least an equal vote, "some major programs may choose not to reapply for accreditation." It said educators' fears of losing control over their programs "may be groundless," but they are real.

In other action at its semiannual meeting, the council accredited the Department of Journalism at Florida A&M University—a first for a journalism unit at a historically black college.

Full accreditation also was awarded to journalism units and/or programs at 14 other colleges and universities.

And for the first time, the council disclosed the names of schools refused full accreditation. In the past, it was left to the schools involved to make that known.

The council said it withheld accreditation from Boston University's School of Public Communication and from the 11 individual sequences at the school for which accreditation or reaccreditation had been sought.

Assistant Dean Jake Smith said in late May the University was filing a formal appeal of the council's decision.

Probationary and provisional accreditations went to the University of Oregon and to the University of Wisconsin-Milwaukee.

At Oregon, the magazine program was granted provisional accreditation, and the public relations program got probationary accreditation. The council did accredit Oregon's School of Journalism as a unit as well as reaccredit its advertising, news-editorial and radio-television news sequences.

At Wisconsin-Milwaukee, the Department of Mass Communication was granted probationary accreditation, and the news-editorial sequence got provisional accreditation. The school's general radio-TV sequence was granted accreditation contingent upon removal by March 1, 1983, of the probationary status for the department as a unit.

Among the programs voted full accreditation was the advertising sequence at the University of Missouri School of Journalism. It had been placed on probation last year [presstime, Aug. 1981, p. 28].

Provisional or probationary status also was removed from the Department of Journalism and news-editorial program of Humboldt State (Calif.) University, the advertising and public relations programs of Memphis State University, the Department of Journalism and news-editorial program of the University of Mississippi, and the School of Journalism and advertising program of Pennsylvania State University; the Department of Mass Communications and news-editorial and public relations programs of St. Cloud (Minn.) State University, and the home economics program in the Department of Agricultural Journalism of the University of Wisconsin-Madison.

Foundation offers minority fellowships

ANPA Foundation will award up to eight minority fellowships to journalists and journalism educators—not students—to attend ANPA-sponsored training seminars. July 15 is the deadline for submitting applications for the seminars to be held the last five months of 1982.

Newspaper executives and journalism school administrators are encouraged to nominate candidates.

The program helps widen minorities' avenues into newspaper management, said Foundation Chairman and President Donald N. Soldwedel, president and publisher of The Yuma (Ariz.) Daily Sun.

The program, introduced in January 1981, pays travel, lodging, meals and fees [presstime, March 1982, p. 33].

The seminars [presstime, March 1982, p. 34-35] are:

- **Management Introduction to New Technology Seminar,** Easton, Pa., Aug. 16-20 and Oct. 25-29.
- **Newspaper Training Conference,** Aug. 25-27, St. Louis. (See story, p. 27.)
- **Personnel Practices, Procedures and Policies Seminar,** Sept. 19-21, Atlanta.
- **Leadership in the Newsroom Workshop,** Oct. 4-6, Chicago.
- **Labor Relations Seminar,** Nov. 15-17, San Francisco.
- **Circulation Computer Systems Symposium,** Oct. 11-13, St. Louis [presstime, May 1982, p. 48].
- **NIE Instructor-Training Seminar,** Oct. 12-15, Tanglewood, Texas.
- **Management Development Workshop,** Nov. 15-19, Washington, D.C.
- **Circulation Managers Workshop,** Dec. 1-3, Dallas.

For application forms and further details, contact Nancy Osborn, ANPA Foundation, The Newspaper Center, Reston, Va.

Four high school journalists win writing contest

Four high school journalists have won the 1982 ANPA Foundation-Columbia Scholastic Press Association Journalism Writing Contest.

Judged in four different categories, the winners were chosen from more than 375 entries.

They were:

Best Editorial: Janet McNally, Palo Verde Post, Palo Verde High School, Tucson, Ariz.

Best Feature: Lynn Shriver, The Black & Gold Review, Gwynn Park Senior High School, Brandywine, Md.

Best News Story: David Scott Grissom, The Stohion, Stow High School, Ohio.

Best Sports Story: Sam Kerstein, The Union Street Journal, Cherry Creek Senior High School, Englewood, Colo.

Jack E. Claiborne, associate editor of The Charlotte (N.C.) Observer, was contest judge.

New study indicates press is out of touch, pessimistic

By Elise Burroughs
presstime staff writer

Newspaper reporters and editors can voice no consensus on what news is, much less how it should be covered or how to make it more relevant to readers' needs.

Those were among the key findings of a research effort conducted in 1981 by three researchers from Michigan State University.

The study, sponsored by the American Society of Newspaper Editors and the Newspaper Readership Project, involved 489 detailed surveys and face-to-face interviews with 187 journalists in eight cities. Participants were asked about what news is, who defines it and how.

The results were released at the ASNE Convention in May. (See stories, pp. 19-21.)

The researchers, Judee K. Burgoon, Michael Burgoon and Charles K. Atkin, said overall results indicate that many journalists are out of touch with the communities they serve—and some prefer that state of affairs.

"People do not have any idea what is news. We are the professionals and know what is good for them," one journalist told them.

But such an attitude may lead to further deterioration in newspaper readership, the researchers warned.

Highlights of the 16-page preliminary report include the following:

- Journalists tended to underestimate newspaper readership and the amount of time spent with the daily newspaper by the average reader.

They estimated daily readership at 51 percent of all adults, while the national average is 67 percent. They estimated the average amount of time spent reading the newspaper at 24 minutes per day, while the national average is 35 minutes.

The journalists underrated interest in national government news, the environment and energy. They overestimated readership of news about sports, nongovernmental local matters, fashion, food, society, homemaker topics and celebrities.

- When asked about the characteristics of news, 41 percent of those surveyed said its "consequence"—how it affects readers' lives, whether it is educational or influences their abilities to cope, etc.—was important. Interest was mentioned by 32 percent; timeliness, 17 percent; proximity, 5 percent; and prominence, 2 percent.

- In rating priorities for certain categories of news, breaking news was ranked highest, followed by local news, national news, state news, interpretive background pieces and then other categories.

- Delving into the question of whether journalists are isolated from the communities they serve, the researchers found that 46 percent of those surveyed said journalists should be involved with outside groups and activities, but only 44 percent were involved in such activities themselves. Slightly more than half said the majority of their friends are associated with the newspaper business.

Such insularity has several causes, according to the report. "Mobility, long working hours and an attitude that news people are different from their readers contribute to journalists feeling out of touch," the authors said. Only 30 percent of the journalists surveyed said readers of their newspapers shared their values, and only 23 percent agreed that "readers think like me."

- Communication within newspaper organizations was reported by many to be inadequate. While most journalists said they enjoy talking about their stories with their peers, the researchers reported, "A consistent complaint was lack of guidance from managers as to the newspaper's goals and priorities."

Those surveyed were split between those who wanted management to be more democratic and those who wanted it to be "stronger."

- Seventy-one percent of the reporters said they had extensive freedom to plan and organize their work, and 77 percent perceived their jobs as important. However, 62 percent said their jobs are high-pressured, and 57 percent believe the stress they experience is not healthful. One-third reported they have a hard time satisfying the conflicting demands of the people they work with.

WHAT IS NEWS?
WHO DECIDES?
AND HOW?

A PRELIMINARY REPORT ON THE WORLD OF THE WORKING JOURNALIST CONDUCTED FOR THE AMERICAN SOCIETY OF NEWSPAPER EDITORS AS PART OF THE NEWSPAPER READERSHIP PROJECT BY JUDEE K. BURGOON, MICHAEL BURGOON AND CHARLES K. ATKIN OF MICHIGAN STATE UNIVERSITY.
MAY 1982.

Cover of tabloid-size report

Job satisfaction was lowest among people who had fewer than three years at their current jobs and among those aged 35-44. Newspapers that encouraged the dissemination of news research had more satisfied employees and were more likely to have employees who saw consistency in editorial judgments.

- Accuracy was listed as the most or second-most important quality of a news story by 96 percent of those surveyed. Impartiality was mentioned by 62 percent, although older journalists tended to value impartiality more than younger ones.

- Almost three-quarters of those surveyed said they were comfortable working with electronic news processing systems, but some complained about their training—or lack of training—in using the systems; and many complained about unreliability and breakdowns. Copy editors, whose jobs require almost constant use of VDTs, were the only group reporting that new technology had made their jobs less pleasant.

- News people read an average of two

daily newspapers besides their own, six magazines per month and some trade publications, and they watch television news programs.

Yet only a third make an effort to keep up with industry research, and less than a third had heard of the six-year Newspaper Readership Project. Most perceived news research as useful in non-news areas, such as providing data for advertisers or as an aid in choosing features.

Forty-eight percent said they disagreed with the idea that news research could be valuable in determining what types of stories are newsworthy. Half said important news might go uncovered if newspapers were guided by readership surveys.

"News people also complained of difficulty understanding scientific aspects of surveys," the authors noted.

"They questioned the representativeness of the samples or research's ability to draw meaningful conclusions from readers."

- In looking at the future of newspapers, 40 percent of those surveyed agreed with the statement, "I feel readers in the future will more and more tune to other media that better meet their needs."

Only 48 percent said they were optimistic about the future of print journalism in their communities, although 56 percent said their own newspapers were making progressive changes in content and format. Eighty-five percent blamed television for the decline in reading habits.

The researchers noted that journalists' overall misperceptions of the public and how it uses newspapers add to their pessimism about the future of their business.

"At worst, the overestimation of the public's dependence on broadcast and the underestimation of the importance of print may bring about what people fear most: Public dependency on electronic journalism," they warned.

Copies of the preliminary report are available from the ASNE project director's office, P.O. Box 17004, Washington, D.C. 20041; (703) 620-6087. ☐

Need for research analysis is stressed

Newspaper researchers participating in a panel discussion on better methods of analyzing research produced some "good positive comments" at the Newspaper Research Council's semi-annual conference in Monterey, Calif., according to council secretary Kristin McGrath.

Researchers from newspapers with more sophisticated research operations offered suggestions on how to ask probing questions and how to utilize advanced analytical techniques [presstime, Feb. 1982, p. 4].

But Maxwell E. McCombs, director of the ANPA News Research Center at Syracuse University and a member of the panel, cautioned, "There are no magic answers in techniques *per se*. We also need to sit down and do some hard thinking."

McCombs invited researchers who can take some time off from their regular duties to visit the News Research Center and spend some time doing in-depth, long-range analysis.

McCombs said the center could pay for lodging and meals and provide clerical and computer assistance. He acknowledged that most newspaper researchers cannot afford to take six-month leaves of absence, but he said even two weeks away from daily deadlines and routines might allow a researcher to dig beneath superficial numbers and achieve some useful insights.

The Minneapolis Star and Tribune's McGrath reported that sessions on electronic publishing also were well-attended at the research council's April 26-28 meeting. The focus was on the lack of solid information and the many unanswered questions about the future of telecommunications.

Mary Bosco, an industry analyst from the Wall Street firm of Donaldson, Lufkin and Jenrette, said research still has not established how much consumers or advertisers will be willing to pay for such new services as teletext and videotex, how successful interactive advertising will be or how many homes will have access to two-way communications systems or home computers.

The research council also decided to begin an annual newspaper research award dedicated to the memory of Gerold J. Zarwell, who worked as a researcher for the San Jose (Calif.) Mercury News until his death last year.

The council's next meeting was set for Oct. 24-27 in Kansas City, Mo. ☐

API announces 11 fall seminars

The American Press Institute has set these 11 seminars for the fall of 1982:

- **Newspapers, Telecommunications and Cable TV**, Sept. 12-17
- **Advertising Executives** (for newspapers under 75,000 circulation), Sept. 19-29
- **Picture Editors and Chief Photographers**, Oct. 3-8
- **Circulation Managers**, Oct. 10-20
- **Journalism Educators**, Oct. 17-22
- **City Editors** (for newspapers under 75,000 circulation), Oct. 24-Nov. 3
- **Lifestyle Section Editors**, Nov. 7-17
- **Classified Advertising Managers**, Nov. 7-17
- **Newspaper Design**, Nov. 28-Dec. 3
- **Developing Management Skills** (for newspapers under 75,000 circulation), Nov. 28-Dec. 3
- **Managing Editors and News Editors** (for newspapers over 50,000 circulation), Dec. 2-15.

All of the sessions will take place at API headquarters in Reston, Va., except for the one on Developing Management Skills, which will be held at the Kellogg West Conference Center in Pomona, Calif.

Each applicant must be nominated by the principal executive of a U.S. or Canadian newspaper. Tuition is $625 for a nine-day seminar and $475 for a one-week program. Additional information and application forms are available from API, 11690 Sunrise Valley Drive, Reston, Va. 22091.

Sessions for 1983 will be announced in July. ☐

Training conference to examine productivity

Productivity and the quality of work will be examined at the 1982 ANPA/Newspaper Personnel Relations Association Training Conference Aug. 25-27 in St. Louis. A one-day workshop on training will precede the conference Aug. 24.

The conference and workshop, to be held at the Marriott Pavilion Hotel, are aimed at newspaper trainers, personnel managers and executives responsible for training programs.

Registration information will be mailed to ANPA and NPRA members this month. ☐

In wake of paid Camel Scoreboard, sports column, comic strip emerge

By Elise Burroughs
presstime staff writer

"Advertorial" may become the newest term to enter the newspaper advertising business.

In the wake of R.J. Reynolds Tobacco Co.'s controversial Camel Scoreboard campaign [presstime, May 1982, p. 37], two other groups are offering newspapers editorial services that may be paid for as ads.

On April 2, The Wall Street Journal began running a weekly item called "Sports Business." It takes up half a page, contains a column of sports news and information and is "sponsored" by Kent III Cigarettes.

The Kent III logo, a picture of a package of Kent III cigarettes and the familiar health warning of the U.S. surgeon general are included in the display.

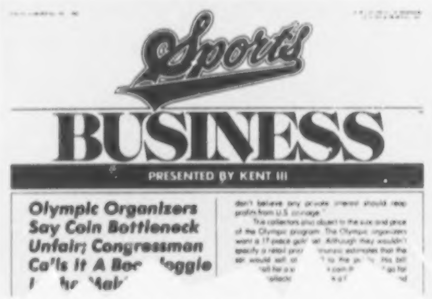
Sports Business was the brainchild of People and Properties Inc., a New York sports promotion company which includes the Ladies Professional Golf Association among its clients.

According to Vice President Ron Cotrone, People and Properties "develops" sports-oriented properties and then "marries" them to appropriate clients. After noticing one day that many subway commuters pick up both the Journal and the New York Daily News, the company theorized that Journal readers buy the Daily News for its sports coverage. While the Journal carries a sports feature story occasionally, it does not have a regular sports section.

People and Properties developed the Sports Business column, which Cotrone described as an "advertorial," and found a willing sponsor in Lorillard Tobacco, manufacturer of Kent IIIs.

Unlike Camel Scoreboard, which requires individual newspapers to insert sports scores within the borders of the Camel ad, People and Properties provides the entire column, and Lorillard pays for it as an ad.

While the column was designed for the Journal, Cotrone said it could be used in other newspapers as well. That decision would be made by Lorillard, he said.



Sports BUSINESS

PRESENTED BY KENT III

Olympic Organizers Say Coin Bottleneck Unfair; Congressman Ca'ls It A [illegible]

Meanwhile, in California, Tom Nix, president of Western Features Syndicate, has been marketing a new comic strip that includes space for a sponsoring advertiser.

"Plumb Loco," a humorous strip about cowboys, has been sold to three weekly newspapers. Two of the newspapers use space left in the strip's layout to carry the name of a local advertiser. The papers thus can recoup part or all of the cost of the strip by selling it as an ad.

Nix said he has been in the cartoon business for years and believes his marketing idea to be unique. He notes that the newspapers have the option of running the strip as a feature or reselling it as an ad.

"It is advertising combined with readership service," he explained ☐

Regulations govern political advertising, papers reminded

With political campaigns underway around the country, publishers and advertising directors should make sure political ads comply with federal political advertising rules.

The same rules in effect in the last federal election year, 1980, apply today [presstime, Jan. 1980, p. 17]. They state that:

- Each ad must state clearly and conspicuously what person or organization paid for the ad and whether it was authorized by the candidate mentioned. Corporations, national banks and labor organizations are prohibitied from making expenditures from their treasuries for a candidate for federal office.
- The rate for political ads must be no higher than the highest rate charged for nonpolitical ads. Rates for different candidates must be the same for the same service—or the differential may be considered an illegal campaign contribution.

Publishers may accept or reject any political ad. But the Indiana Court of Appeals ruled in March that once a newspaper has entered into a contract to publish a political ad, it cannot change the copy or subsequently refuse to run the ad [presstime, April 1982, p. 34]. ☐

Format affects milline rates dramatically

Two Newspaper Advertising Bureau researchers have analyzed the effects different column widths, space between columns and lines per page can have on the cost per thousand of a given ad.

Their findings are in an NAB Research Note, "A Second Look at CPM's: Column Width and SAU's."

Researchers Jim Conaghan and Charles Lehman reported that "except for newspaper personnel and agency media workers specializing in newspapers, many in advertising are probably unaware that the actual area covered by a 1,000-line ad can vary greatly from one newspaper to another. The familiar milline rate (the cost per thousand circulation for a 1,000-line ad) can be misleading if this point is not understood."

Some newspapers were found to have milline rates as much as 100 percent higher than other papers in the same circulation category. When the actual space taken up by an ad was computed on a more comparable line-equivalent basis, however, the differences decreased considerably.

The researchers also said that in view of the complexity, advertisers in the future probably will expect the newspaper business to provide cost-per-thousand data stated in terms of Standard Advertising Units.

Research Notes are available for 50 cents per copy from NAB, 485 Lexington Ave., New York, N.Y. 10017. ☐

3 newspapers say ad index helps readers

"We thought if we index the news to tell people where to find the weather and the obituaries, we ought to tell them where to find laundry services and dining information."

That's how Edward J. O'Neil Jr., vice president/marketing for the Dayton (Ohio) Daily News (evening, circulation 131,511) and Journal Herald (morning, 103,452), describes the philosophy behind his papers' successful, three-year-old program to index display ads.

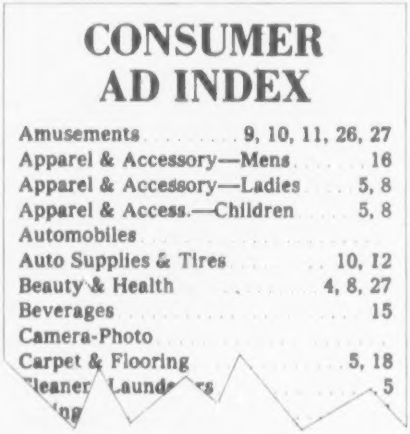
The daily "Consumer Ad Index" has become a fixture on pages 2 or 3 for which both advertisers and readers look, O'Neil says. The newspaper uses the bottom of the index to run corrections for mistakes in ads.

Creating the index is quite simple, he says. The newspapers' computerized advertising manifest provides a daily summary of ads and their preferred placement. Each newspaper has one person who lays out all the ads, and that person keeps a running list of the pages where ads are placed.

The list is typeset, creating an index grouping the ads by categories. (See example below.)

Edward Seaton, publisher of The Manhattan (Kan.) Mercury (evening, 13,297) agrees that an ad index is easy to do. And he says it provides a handy reference tool for ad sales people as well as for readers and advertisers.

But a presstime survey indicates that few dailies other than those in Dayton and Manhattan have made the effort. Weeklies currently are more likely to be indexing ads, in part because their less-frequent publication schedule makes compiling an index a bit more natural to do, publishers and ad executives explained.



CONSUMER AD INDEX

Amusements	**9, 10, 11, 26, 27**
Apparel & Accessory—Mens	**16**
Apparel & Accessory—Ladies	**5, 8**
Apparel & Access.—Children	**5, 8**
Automobiles	
Auto Supplies & Tires	**10, 12**
Beauty & Health	**4, 8, 27**
Beverages	**15**
Camera-Photo	
Carpet & Flooring	**5, 18**
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Help-wanted index continues to decline

Help-wanted newspaper advertising dropped in March to its lowest point since 1975, according to the Conference Board. All nine regions of the country registered losses, and the board's Help Wanted Index fell to 96, down seven points from February and 29 points from March 1981.

The index is based on the volume of employment classified advertising in 51 newspapers across the United States, with 1967 volume representing 100. The West North Central Region had the lowest volume, with an index of 49. The West South Central Region, which includes Texas, registered the highest index, 266, but that was down from 290 a month earlier.

Despite the overall declines, newspapers in some individual cities gained in help-wanted advertising in March. They include Knoxville, Tenn., where the index was 205; Gary, Ind., 150; Jacksonville, Fla., 122; and Oklahoma City, Okla., 232.

Cities with the lowest indices were Detroit, 37; Minneapolis, 39; St. Louis, 40; and Milwaukee, 41.

Only 14 percent of the papers registered increases in volume for March; as recently as January, 39 percent showed gains. ☐

Zzzzzzzzzzzzzzz

A recent study by Television Audience Assessment, a nonprofit research concern, found that 43 percent of television viewers miss one or more commercials in a typical half-hour of TV watching.

According to a report in The Wall Street Journal, women—and especially mothers with school-age children, a prime marketing target—were the most likely to miss commercials.

Standard ad panel to continue study

Study is continuing into the feasibility of extending a modified Standard Advertising Unit system to all display advertising. Currently the voluntary system is targeted for national advertisers [presstime, Oct. 1981, p. 34].

At its April meeting, the ANPA Board of Directors authorized the newspaper industry's committee on ad standardization, subject to legal review, to proceed with its work on the concept of "Newspaper Advertising Units."

ANPA Vice President/Technical William D. Rinehart, a committee member, said the panel is continuing to meet and will be talking with advertisers in an effort to devise a sizing system that suits the needs of newspapers and advertisers alike. A recommendation could be presented to the ANPA Board at its September or December meetings, he said. ☐

INAME members respond to survey

Members of the International Newspaper Advertising and Marketing Executives are responding enthusiastically to a detailed survey on new directions for that organization.

Forms with 53 questions were mailed to 3,000 members in April, and by late May more than 1,000 replies had been received, according to INAME Executive Director Sid Bordelon.

The questions concerned the association newsletter, conventions, committees and other aspects of member involvement. Bordelon said he expects to have the results summarized by the middle of this month. The members' responses will be used by INAME officers in planning the organization's future. ☐

Nebraska ups legal rate

The rate paid for legal advertising in Nebraska was raised 33 percent by the state legislature in April.

Newspapers and the Nebraska Press Association had cited economic problems caused by rising costs and by the current recession in successfully lobbying for the bill. ☐

Farewell thoughts upon leaving helm of newspaper ad bureau

By Jack Kauffman

This is my final column for presstime as president of the Newspaper Advertising Bureau. The 23 years I have been with the bureau have gone by in an instant. The world has changed a great deal in that time—and not many things have changed as much, or as quickly, or as excitingly, as the newspaper business.

We've changed from noisy, hot, dirty, expensive Linotype machines to quiet, clean, economical cold type. We've changed from typing and retyping each news story and classified ad two or three or four times to keyboarding each item just once. We've changed the way we print to give us a lot better reproduction, especially for photography.

On the marketing side, we've regained the advertising initiative we used to have but had lost to television in the '50s. Our NEWSPLAN discounts for continuity were a signal to major advertisers and agencies that we mean business in terms of pricing. And they've gotten the message: Our share of national advertising has been going up steadily since NEWSPLAN was announced. CAN DO has shown the big advertisers and agencies that we're sensitive to their needs for standardized readership and demographic data. The voluntary Standard Advertising Unit program is a convincing demonstration that we want to help them with their newspaper advertising production problems. We really do have the initiative, and we've got new plans and programs coming along to help us keep that initiative.

But far more important than any of these technical and marketing innovations of the past 20 years is the way newspaper people have worked **together** for the good of our business. Without the cooperation of just about everybody in our business, there's no way NEWSPLAN could have worked. Without it, there's no way we could have put standardized readership data from hundreds of newspapers into the CAN DO computer so that agencies and advertisers could tap into it on their own terminals. Without it, there's no way we could have gotten 1,400 newspapers to join the SAU program in less than half a year.

They say there's no business like show business. But there really is no business like the newspaper business, and no people like newspaper people. They've got to be the most rewarding people anyone could possibly be privileged to work with: energetic, opinionated, intelligent, creative, lively, funny—and above all *interesting*. I just can't imagine working with any group of people more interesting than the ones I've worked with—as bureau members and directors, as colleagues and as friends—over the past two decades. And that's not all.

I have never asked for help for the good of the business from any newspaper person and not gotten it—freely and enthusiastically. In spite of the fact that the competition within the business is as fierce as fighting tigers, the comradeship that exists among newspaper people exists in no other business that I know of.

The bureau has been a major part of my life for 23 years. I am proud of the bureau, proud to have been its president. I think it's the best sales organization in the entire advertising business. You won't find a smarter, more professional, more dedicated or more effective bunch of advertising people anywhere.

I just wish every one of you would make more and better use of the bureau. If you're not a member, join! If you are a member, set up a tickler file which asks, "Have I made use of the bureau this week."

I think the newspaper business is lucky to have Craig Standen (see profile, p. 22) ready to take over the bureau's leadership. Craig will be the best president the bureau has ever had.

I think Craig is lucky, too—lucky to have a great sales team to lead. Together, I know they'll do a superlative job for the newspaper business.

People ask me what I'm going to do in my retirement. My wife Boots and I are going to stay in Darien, Conn. I'm going to try to get a little better at golf and tennis, and I'm going to spend a lot of time working with flowers. I'm going to do some painting and take a crack at writing fiction.

Finally, let me thank all of you for making my job as president of the bureau exactly what I've always said it was: the best job in the world. ☐

At the last NAB annual meeting of his presidency, Kauffman (right) clowns with ad agency president Charles Peebler, who summons a marching band into the session during the ANPA Convention in San Francisco.

Kauffman, who retires June 7 as president of the Newspaper Advertising Bureau, has been a regular contributor to presstime.

Paperworkers vote on 'final' Abitibi offer

Members of the Canadian Paperworkers Union voted in mid-May on whether to accept the "final" contract offer of Abitibi-Price Inc. for workers at its 11 mills in Eastern Canada. The union's leadership recommended it be rejected.

Results of the vote were expected to be made public by the end of May, after which, if the offer is rejected, a strike date could be set or negotiations resumed. The CPU contract expired April 30 at the mills, most of which make newsprint.

CPU members authorized strike action in an earlier vote completed May 11.

According to an Abitibi spokeswoman, the offer includes wage increases of 12 percent in the first year of a two-year contract and 10 percent in the second. She confirmed reports that the union was seeking 13 percent in each of the two years.

Those positions represent movement by both sides. In the earlier vote, the union membership rejected an Abitibi offer of wage increases of 8 percent in the first year and 7½ percent in the second. At that time, the CPU was seeking increases of 15 percent and 13 percent, respectively [presstime, May 1982, p. 56].

Subsequently, the two parties began negotiations again with government mediators, but the talks broke off May 16.

Also in May, negotiations began between Donohue Inc. and the Confederation of National Trade Unions. The CNTU contract at Donohue's Clermont, Quebec, newsprint mill expired April 30.

And in the United States, members of the Association of Western Pulp and Paperworkers at Publishers Paper Co.'s Newberg, Ore., newsprint mill May 10 ratified a new contract. It provides increases of 90 cents an hour across-the-board in the first year and 6.2 percent the second. ☐

Statistics delayed

Compilation of newsprint statistics for April had not been completed by late May. They will be published in the July edition.

Transportation notes

(Compiled by the ANPA Newsprint/Traffic Department, this column features information about transportation developments that may affect newspapers' shipments of newsprint and equipment.)

Railroads in the South are now allowing newspapers 48 instead of 24 hours' **"free time" to unload** certain freight cars of newsprint. The new policy applies to newsprint:

- Produced in the South
- Shipped in the South within 800 miles
- Shipped in the same car at minimum weights of 100,000 pounds.

The doubling of free time became effective April 7 when Southern Railway announced it as well as reduced newsprint shipping rates. Since then, other railroads in the South have instituted the same changes.

Newspapers without private rail sidings still will be able to obtain free delivery or an off-track **delivery allowance** of up to $2 a ton, providing they make application and arrangements with railroads prior to shipment. ANPA understands that some newsprint producers are paying an on-track allowance of 50 cents a ton directly to newspapers with private sidings.

Rate reductions and free-time changes are subject to various routing restrictions. For more information, contact ANPA's Newsprint/Traffic Department at The Newspaper Center, Reston, Va.

• • •

The merger of the Norfolk & Western Railway Co. and Southern Railway Co. into the **Norfolk Southern Corp.** became effective June 1, creating an 18,000-mile rail system serving 21 states. The Interstate Commerce Commission had approved the consolidation in March.

The two railroads will continue to be run as separate entities, except that financial and marketing decisions for both will be the responsibility of Norfolk Southern officers operating from headquarters in Norfolk, Va. [presstime, Dec. 1981, p. 15].

• • •

The ICC has given final approval to the purchase of the bankrupt Boston & Maine Railroad by Timothy Mellon, owner of **Guilford Transportation Industries Inc.**, for $24.3 million. The acquisition enables Mellon to join the Maine Central Railroad, which GTI already controls, with the B&M, forming a five-state, 2,549-mile system.

Mellon also has agreed to purchase the Delaware & Hudson Railway Co., subject to ICC consent [presstime, Oct. 198[illegible], p. 50].

• • •

Following ICC approval, the Burlington Northern Railroad has completed **takeover of the Colorado & Southern Railway** Co. The Fort Worth & Denver Railway, formerly a wholly owned subsidiary of C&S, became a wholly owned subsidiary of BN [presstime, Nov. 1981, p. 16].

• • •

Authority granted to various railroads to provide **interim service** over lines of the Chicago, Rock Island and Pacific Railroad Co. and the Chicago, Milwaukee, St. Paul & Pacific Railroad Co. was extended to the end of May.

• • •

The **cost to own and operate a compact car rose** in 1981 by 18.1 percent to 44.6 cents per mile, the Hertz Corp. estimated. Cost for sub-compacts decreased 5.3 percent to 34.3 cents. The figures are based on new cars being driven 10,000 miles per year for four years.

Cost for full-size cars rose 11.8 percent to 51.1 cents; for intermediate size, 17.4 percent to 49 cents; and for mid-range models, 17.7 percent to 47.1 cents.

Hertz, which makes such a report annually, said motorists are buying smaller cars with fewer options, keeping them longer and driving them less [presstime, Oct. 1980, p. 33].

• • •

The **St. Lawrence Seaway** opened its 1982 navigation season April 5 on the Montreal-Lake Ontario and Welland Canal sections of the international waterway. It was the latest opening date since 1972. Meanwhile, the St. Lawrence Seaway Development Corp. announced that extensive repairs to the two locks at Massena, N.Y., have been completed [presstime, Feb. 1982, p. 19]. ☐

Newspapers bowing out of alternate delivery

By Elise Burroughs
presstime staff writer

Newspapers prospecting for new sources of revenue thought they had struck a promising vein in alternate delivery [presstime, March 1981, p. 34], but after nearly two years of testing, some have found that the prospect has not panned out.

Newspaper experiments into the hand-delivery of magazines, samples or advertising circulars appear to have slowed.

Knight-Ridder Newspapers Inc. has closed the operation of its wholly owned subsidiary, Alternate Delivery and Marketing System Co., or ADAMS, in San Francisco and Chicago; and it has sold the Denver ADAMS operation to Scripps-Howard, owner of the Rocky Mountain News.

Edward T. Parmalee, Knight-Ridder's vice president of marketing, says that although those operations were somewhat profitable, they did not generate enough revenue to make further investment and expansion worthwhile. Knight-Ridder is concentrating on computerized subscriber/nonsubscriber lists for improved total market coverage rather than alternate delivery, he explains.

Founded in 1979, Knight-Ridder's ADAMS survives in Minneapolis, where 400 carriers distribute 300,000 copies of 10 monthly magazines.

However, ADAMS President Brad Hurd sees little interest from non-participating magazines in beginning alternate delivery. The company is planning to expand by recruiting more advertisers for the inserts and circulars it delivers along with the magazines.

Another company with sizable newspaper holdings, Landmark Communications Inc. of Norfolk, Va., found that alternate-delivery profits were coming at the expense of newspaper ad revenues. So it ended its experimental alternate-delivery service last November.

Robert Bettencourt, business development manager for The Virginian-Pilot (morning, circulation 133,237) and The Ledger-Star (evening, 93,922), said the company had hoped to attract new, small advertisers who would use the magazine carriers to distribute preprints and advertising circulars.

Instead, they found alternate-delivery patrons were newspaper advertisers who simply switched to the new method of distribution. The experiment turned up almost no new sources of advertising revenue. Because the newspapers' 74-percent penetration, zoning capability and total-market-coverage tabloids seem adequate to satisfy most advertisers' needs, the newspaper bowed out of delivering monthly magazines. "It is a hassle," Bettencourt says.

Meanwhile, some of the newspapers that continue to deliver magazines and advertising circulars report the climate for such services is noticably cooler than it was two years ago.

Carriers for The Courier Journal and The Louisville (Ky.) Times, for example, still deliver 25,000-30,000 copies of Time magazine every week, but the newspapers are running out of ZIP Codes where magazine penetration is high enough to make such deliveries feasible.

Circulation Director David Thomas says he sees little interest from other magazines to add titles to his service, and the Louisville newspapers are focusing more on expanded total market coverage these days.

Robert Inhofe, director of distribution for Better Homes and Gardens, says his magazine has not significantly expanded its alternate delivery for nearly two years. During that time, he notes, postal costs for second-class mail did not rise as rapidly as had been projected, while costs for hand-delivery continued to climb. "We're not pulling back," he said of his magazine's alternate delivery efforts, "but we're not aggressively pursuing it."

Landon Associates, which sponsored two well-attended seminars on alternate delivery in 1980, have given none since and have none in the planning stages.

Yet while some are holding the line or retreating from alternate delivery, two delivery companies owned by newspaper companies are thriving and plan to expand:

- ADS, a subsidiary of The Dispatch Printing Co. of Columbus, Ohio, is providing delivery service to nine counties in central Ohio as well as to consumers in Toledo, Youngstown and Canton, Ohio, and Indianapolis.

ADS Vice President Joseph Bourne says the firm—which had almost 10 years of experience before Dispatch Printing bought it in late 1980—is eyeing Charlotte, N.C., and Fort Wayne, Ind., as possible new markets.

- American Advertising Services, a Harte-Hanks Communications Inc. subsidiary also operating in Ohio, reports business as "very good."

Executives experienced in alternate delivery say that delivering magazines provides only marginal profits. To be really successful, an alternate delivery service must prove itself to be a reliable advertising medium, too.

6 part-timers pull in 1,000 new subscribers

A telephone subscription drive using a carefully trained, part-time team has paid off with about 1,000 new subscribers for the Grand Forks (N.D.) Herald (morning, 33,975).

Linda Bentson, education/research coordinator for the paper, began recruiting and training telephone solicitors in January. She ended up with a crew of six, including a retired bingo-player, a nurse, students and an Air Force wife.

Like The Observer-News-Enterprise of Newton, N.C. [presstime, Jan. 1982, p. 26], the Herald has its telephone sales people call both subscribers and nonsubscribers.

Subscribers are asked if service is satisfactory, and any problems reported are addressed, Bentson said. Nonsubscribers are told of the news they are missing.

Bentson rewarded superior sales efforts with small nightly prizes.

The telephone campaign was the first in "at least six years" for the newspaper, she reported. Traditionally, the daily relied on door-to-door solicitations and carrier contests, but she said such sales methods have limited usefulness because the Herald covers a large rural area of small, scattered communities.

Philadelphia, New York, D.C. dailies gain

Circulation averages for the six months ended March 31, 1982, reported in the Audit Bureau of Circulations' recently issued FAS-FAX, show impressive gains for newspapers in three cities where papers were folded in the past year.

The Washington Star (evening, circulation 309,107) closed Aug. 7, 1981; the Tonight edition (70,000) of the New York Daily News on Aug. 28, 1981; the Philadelphia Journal (morning, 101,836) on Dec. 16, 1981; and The Bulletin of Philadelphia (evening, 397,397) on Jan. 29, 1982.

The four newspapers had a combined circulation of 878,340, according to the figures reported nearest their closing dates.

Since then, The New York Times, New York Daily News, New York Post, The Philadelphia Inquirer, Philadelphia Daily News and The Washington Post have gained 566,830 in circulation:

- The Philadelphia Inquirer—up 118,685 to 547,547
- Philadelphia Daily News—up 67,190 to 299,380
- New York Daily News—up 48,662 to 1,540,218
- New York Post—up 172,318 to 904,476
- The New York Times—up 17,136 to 947,682
- The Washington Post—up 142,839 to 760,950.

The total of 566,830 is 311,510 less than the combined 878,340 for the four now-defunct dailies. But an unascertainable number of subscribers to the papers that folded already were getting one of the surviving metro dailies. And some readers undoubtedly switched to non-metro papers.

For example, the Camden (N.J.) Courier-Post—Camden is a suburb of Philadelphia—enjoyed a gain of 10,223 in daily circulation between April 1981 and April 1982, according to Circulation Director Gerald Kane. ☐

Dallas competition spurs record circulation growth

Executives of both Dallas newspapers say their intense competition for readers is good for business [presstime, May 1982, p. 15], and the Audit Bureau of Circulations' latest report seems to confirm that view. Both the Dallas Times Herald and The Dallas Morning News achieved record circulation gains during the six-month period that ended March 31.

The Morning News gained 24,939 daily readers and 23,202 Sunday, for a total of 308,649 daily and 380,981 Sunday.

Daily circulation of the Times Herald rose by 24,758 for a total of 267,579. Sunday circulation rose 17,283 to 352,372.

While the Morning News continues to lead the Times Herald in overall circulation, the Times Herald is trumpeting its dominance in Dallas County, where it has 208,776 daily readers to the Morning News' 202,038. ☐

Equipment for sale

Western plate processor—two model 30A's and one model 38B, very good condition. Contact Ralph Snyder, St. Louis Post-Dispatch, 900 N. Tucker Blvd., St. Louis, Mo. 63101; (314) 622-7283.

Fifteen AKI TTS units, model CIT-70B, 6-level; six Shaffstall TR-6 readers; three Sun Com composition systems, complete with 1130 IBM processors, disk drives, controllers, Versatec printers, card read/punch, etc. Contact Ralph Bullock, supervisor/composing room maintenance, St. Louis Post-Dispatch, 900 N. Tucker Blvd., St. Louis, Mo. 63101; (314) 622-7564.

Universal Videosetter with eight grids. Also RC paper processor. Contact B. J. Tomaso or Michael DeLuca, Milford Daily News, 44 Main St., Milford, Mass. 02038; (617) 473-1111.

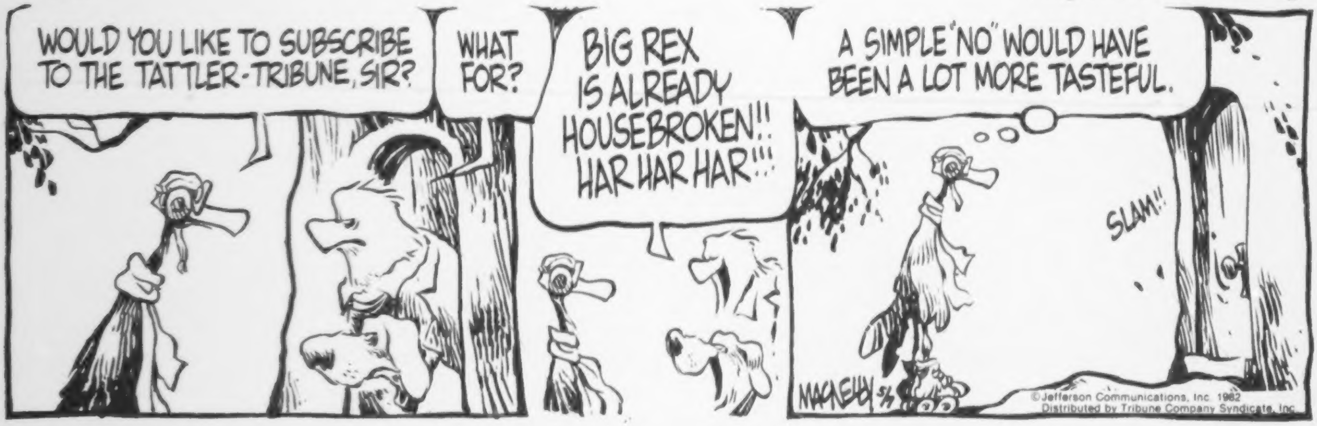
Two Compugraphic Videosetters I, with four fonts and spare parts. Also, spare parts for Mergenthaler VIP model 7245/3A/B. Contact Howard J. Eichler, The Herald-News, 988 Main Ave., Passaic, N.J. 07055; (201) 365-3078.

Equipment wanted

The World Press Freedom Committee seeks used newspaper equipment for newspapers in developing nations. Equipment contributions to the committee qualify as tax deductions under the Internal Revenue Code. For further information, contact George Beebe, vice chairman, projects, WPFC, 1 Herald Plaza, Miami, Fla. 33101, (305) 350-2401.

(Editor's note: Exchange notices are published without charge as a service to ANPA-member newspapers.)

'Shoe' **By Jeff MacNelly**


WOULD YOU LIKE TO SUBSCRIBE TO THE TATTLER-TRIBUNE, SIR?
WHAT FOR?
BIG REX IS ALREADY HOUSEBROKEN!! HAR HAR HAR!!!
A SIMPLE "NO" WOULD HAVE BEEN A LOT MORE TASTEFUL.
SLAM!!
MACNELLY 5/4
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Fitness craze arrives at a few papers

By Clark Newsom
presstime labor writer

Like a growing number of companies in other fields, a few newspapers are beginning to help their employees achieve and maintain physical fitness.

Some, like The Austin (Texas) American-Statesman and the Los Angeles Times, merely allow company joggers to use the separate male and female showers and changing rooms.

But at least two newspaper companies have more elaborate physical-fitness programs—one in the cold-weather climate of Calgary, Alberta, the other on the sunny Gulf Coast of Florida.

Many of the 350 guests attending the official opening of The Calgary Herald's new 390,000-square-foot plant April 22 were surprised to see 3,000 square feet devoted to an "employee fitness center."

The center includes the director's office, showers and changing facilities for both males and females and an exercise area. The latter is about 2,000 square feet and is equipped with a Universal Gym, three exercise bicycles and "various other instruments of torture," says General Manager H.O. Thomasson.

The idea to include such a center in the new plant originated when management discussed how employees would be affected by the move to the new plant about two miles from the heart of downtown. Many employees had been working out at the downtown YMCA, but the new location was not near a similar facility.

"We started with the idea of some sort of jogging track," Thomasson says, and the center evolved. It was designed and is operated by Fitness Management Inc. of Waterloo, Ontario. The Herald pays the company a fee of $2,000 (Canadian) a month, for which it gets half-time services of a fitness director and a full-time assistant. Both are physical education graduates.

Employees must register with the director before using the facilities and undergo a check of their physical conditions. "We operate both group exercise classes and individual programs," Thomasson says.

About one-fourth of the newspaper's 800 employees are enrolled in the program.

Although the goals are similar, the program at the St. Petersburg Times and Evening Independent is quite a bit different from the one in Calgary. It is known as a "wellness" program.

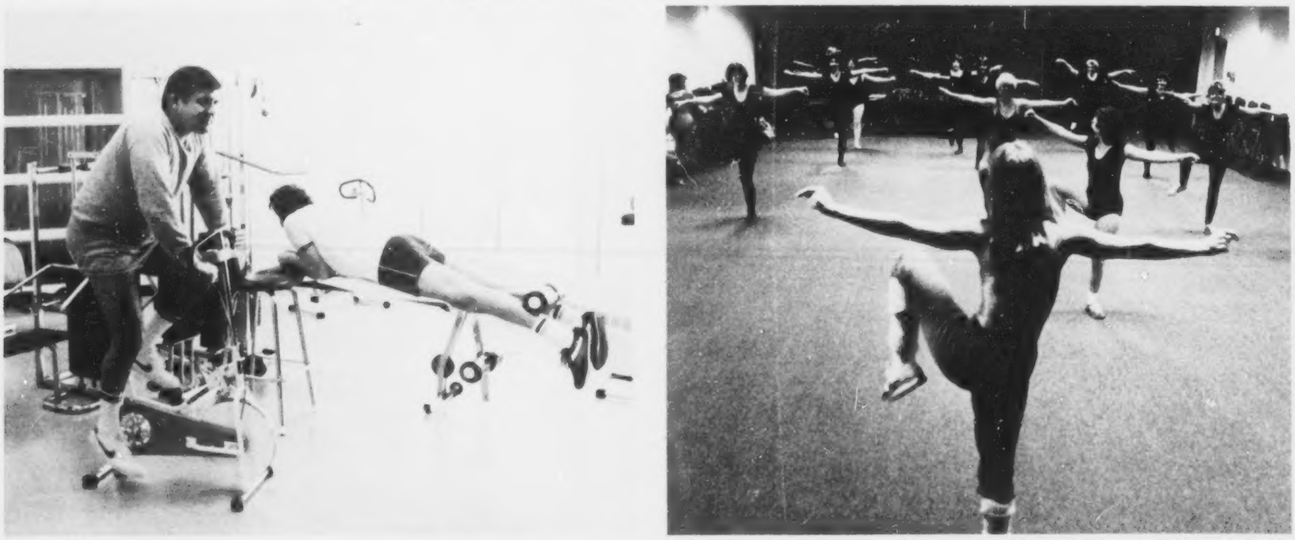
According to Controller Barry Peckham, the program resulted from a desire to approach the problem of rising medical insurance premiums in a "positive" manner.

In 1980, he and Personnel Manager Allen R. Dwyer visited a Pratt & Whitney Aircraft Group plant in West Palm Beach, Fla., that had such a program. They returned and convinced the publishing company's board of directors to approve a program at the newspapers on a trial basis. An agreement was made with a local medical center to provide support.

The voluntary program was launched last Jan. 1. Editor and President Eugene C. Patterson sent an explanatory letter to employees along with a questionnaire to be returned anonymously to the medical center. The letter explained that the staff of the medical center would administer a health screen/diagnostic testing program in February.

The questionnaire was returned by 50 percent of those eligible to participate—employees, family members and retirees covered under one of the company's major medical plans. The participants indicated whether they would be interested in seminars on smoking cessation, weight reduction, stress management, physical fitness/aerobics, diet and nutrition, and alcohol and drug abuse awareness and counseling.

Peckham says 500 people—representing 30-40 percent of those eligible—went



Ricardo Ferro, St. Petersburg (Fla.) Times

The Calgary Herald's new plant has an employee fitness center. The St. Petersburg dailies' "wellness" program includes aerobic dancing.

through the health screening. The "mini-physicals" included blood testing and urinalyis. About 25 percent were found to have problems that required follow-up treatment, he says. The results are confidential, and management does not know the names of the involved employees.

Seminars are now in full swing, with more than 100 people attending the one on stress management. There is no cost to employees, with the exception of exercise classes for which staffers pay a group rate of $12 a month. The newspapers do not have an exercise room, so classes are held in a carpeted meeting room.

"You can't bring medical costs down until you start making people well," Peckham says. "This is a progressive way to approach the problem rather than considering raising premiums or reducing coverage."

Some persons question whether such programs will reduce costs in the long run, Peckham notes, but he is convinced that the preventive-type approach will have a positive effect on health care costs. He declined to disclose how much the program is costing the company.

Christine A. Seltz, an executive with Hewitt Associates, a Lincolnshire, Ill.-based consulting firm, acknowledges that there is no data yet to prove such programs will control costs. But once the economy is stronger, more companies will get into preventive health care programs, she predicts.

A Hewitt survey released in 1980 showed that 12.4 percent of 579 responding companies provided recreational equipment or facilities for salaried employees. Only 5.9 percent subsidized memberships in health clubs. ☐

NLRB law judge recommends reinstatement of fired reporter

An administrative law judge has recommended that the National Labor Relations Board order the Chicago Daily Defender to offer a discharged employee reinstatement to his former job as a general assignment reporter.

Judge Robert T. Wallace also held that reporter Daniel LaBotz is entitled to back pay with interest from the date of his discharge—Nov. 28, 1980—until the date he is offered reinstatement.

According to Wallace, LaBotz was unlawfully discharged because of concerted activities protected by the Taft-Hartley Act.

Wallace found that on the Sunday before the Friday discharge, LaBotz had arranged a meeting where a four-page letter to management concerning working conditions was drafted and signed by editorial employees.

The employees met with the managing editor the next day to discuss their grievances, and the managing editor subsequently met individually with each of the signatories.

Between the meeting and his discharge, the reporter had discerned a "chilliness" toward him on the part of the managing and city editors, the judge said.

On the day he was fired, LaBotz was given a letter stating he was being let go because of the Defender's inability to meet his request for a $50-a-week wage increase and because of his "failure to be responsive to all assignments made by the editors. . . ."

Wallace rejected the company's defense of the dismissal, saying there was evidence "tending to show that the discharge was meant to punish LaBotz" for arranging the meeting, drafting the joint letter, advising employees of their rights under the act and continuing contacts with Chicago Newspaper Guild Local 71; also, that it was intended "to discourage other employees from taking further concerted actions and from joining the union."

The Guild does not represent employees at the Defender.

LaBotz had been with the Defender slightly more than five months when he was discharged. Although he lacked previous experience as a newspaper reporter, he had written articles for various labor-oriented publications. His resume listed, among other things, extensive experience as a labor organizer and publicist for union-related causes.

(Chicago Daily Defender and Chicago Newspaper Guild Local 71, JD-180-82) ☐

Board denies Guild petition

The NLRB has denied a petition by the Pacific Northwest Newspaper Guild to review a regional director's decision that 18 supervisory or managerial positions be excluded from coverage under the union's labor agreement with The Seattle Times.

The ruling in the "unit clarification" case also upheld the exclusion of 13 employees in six job classifications—most of them secretarial in nature—who were excluded on "historical" grounds [presstime, July 1981, p. 52]. ☐

In this section

Arbitrations:
Philadelphia Inquirer and Daily News, Teamsters—Discharged paper handler who had suffered on-the-job injury reinstated with back pay, p. 37
Additional arbitration awards, p. 37
Court decisions:
Circulation U.S.A. Inc.—U.S. District Court finds minors soliciting subscriptions not covered by wage-hour law, p. 36
Wilkes-Barre (Pa.) Times Leader, Guild et al.—State court rules strikers not entitled to state unemployment compensation benefits, p. 37
EEOC:
Senate confirms new chairman, p. 36
NLRB:
Chicago Daily Defender, Guild—Administrative law judge recommends reinstatement of discharged reporter, p. 35
Lexington (Ky.) Herald and Leader, ITU—Regional director revokes union's certification for mailroom unit, p. 36
Paterson (N.J.) News, ITU—Regional director petitions federal judge to reinstate strikers pending board decision, p. 36
Representation elections, p. 36
Seattle Times, Guild—Board denies union's request for review of unit clarification case, p. 35
Other:
Contract settlements, p. 37
Fitness craze arrives at a few papers, p. 34

Senate confirms Clarence Thomas as EEOC chairman

Former Assistant Secretary of Education Clarence Thomas was confirmed by the Senate May 5 to be chairman of the Equal Employment Opportunity Commission [presstime, March 1982, p. 48].

Clarence Thomas

The routine confirmation brought the commission to its full five-member complement for the first time in the Reagan administration.

The EEOC had filled its fourth seat two days earlier with the swearing in of Commissioner Tony E. Gallegos, former manager of equal opportunity programs at Douglas Aircraft Co. in California.

The agency is responsible for enforcing Title VII of the Civil Rights Act of 1964, which prohibits employment discrimination based on race, color, religion, sex or national origin. It also enforces the Age Discrimination in Employment and the Equal Pay Acts. ☐

NLRB asks rehiring of strikers

The National Labor Relations Board's regional director in Newark, N.J., has asked a federal judge to reinstate about 90 former workers at The News of Paterson, N.J., pending a final board order in the case.

The petition stems from a strike by Newark Typographical Union No. 103 that began Feb. 10, 1981 [presstime, March 1981, p. 47].

The NLRB regional office issued a complaint alleging that printers, drivers and newsroom employees lost their jobs as the result of unfair labor practices by the Allbritton Communications Co. newspaper.

The ITU had been attempting to organize editorial employees of The News and another Allbritton paper, The Dispatch of Union City, N.J.

An administrative law judge concluded 32 days of hearings on the complaint May 6. The median time between the close of a hearing and the issuance of a judge's decision is 158 days, with a median of 133 days between the judge's decision and the board's decision, according to the NLRB's most recent annual report.

William A. Pascarell, the NLRB's regional attorney in Newark, said the petition was filed because of the time lapse between decisions. The union's strength could be eroded before the case reaches the board, he noted.

The petition was filed under Section 10(j) of the Taft-Hartley Act. That section empowers the board, after issuance of an unfair labor practice complaint against an employer or a union, to petition a U.S. District Court for "appropriate temporary relief or restraining order" in connection with a pending case.

However, such discretionary petitions are "infrequent," according to Thomas W. Miller Jr., the NLRB's director of information.

U.S. District Judge Herbert J. Stern heard arguments on Regional Director Arthur Eisenberg's petition May 10. He gave the parties until June 10 to submit briefs.

Allbritton spokesman George Beveridge said the company had no comment on the case. ☐

ITU no longer represents mailers in Lexington, Ky.

The International Typographical Union disclaimed any further interest in representing mailroom employees of the Lexington (Ky.) Herald and The Lexington Leader after an employee filed a petition with the NLRB for another decertification election.

The employees had voted 16-15 to retain the union as their bargaining agent in a decertification election conducted last year [presstime, Sept. 1981, p. 36].

NLRB Regional Director Emil C. Farkas revoked the ITU's certification May 4.

(Lexington Herald-Leader Co., Case No. 9-RD-1080) ☐

Solicitors not covered by wage-hour law

A federal judge has found that minors who solicit door-to-door for an independent contractor are exempt from coverage under the Fair Labor Standards Act.

The ruling came in a case involving the Newspaper Agency Corp. in Salt Lake City, which performs non-editorial functions for the Deseret News and The Salt Lake Tribune.

The independent contractor, Circulation U.S.A. Inc., subcontracts with adult "crew managers" who establish and maintain sales crews of minors.

The crew managers set the rate of pay the minors receive for each newspaper subscription they obtain.

At issue was whether Circulation U.S.A. "employed" the minors.

U.S. District Judge David K. Winder found that the crew managers also are independent contractors. He ruled that any control exercised by Circulation U.S.A. over the minors was insufficient to establish an employee status that would bring them under the act's coverage.

(Donovan v. Circulation U.S.A. Inc. and Milne, USDC Utah, Civil No. C-81-0409) ☐

NLRB elections

Anchorage (Alaska) Daily News, IPGCU: Pressmen's Union No. 327 was unable to obtain the required majority vote from pressroom employees to be certified as their bargaining representative. The vote was 6-6.

(NLRB Case No. 19-RC-10395)

Des Moines (Iowa) Register and Tribune, Service Employees: Stationary engineers voted 5-0 against further representation by Local 103 of the International Union of Building Service Employees in a decertification election.

(NLRB Case No. 18-RD-1136)

Sarasota (Fla.) Herald-Tribune and Journal, ITU: Composing room employees voted 28-14 in favor of continued representation by Typographical Union 889 in a decertification election.

(NLRB Case No. 12-RD-469)

Arbiter orders paper handler reinstated with back wages

A paper handler who was denied further work at the Philadelphia Inquirer and Daily News after suffering an on-the-job injury has been reinstated by an arbitrator.

The grievant, Dominic Martino, was a "preferred extra"; that is, he worked five days a week and had a preferred claim to work over other extras, for whom the work was generally a second job.

Arbitrator S. Harry Galfand found that Martino had a "significant" congenital vision impairment that rendered him unable to judge depth correctly. He noted that the company was aware of his problem and limited his work to that which was considered safe for him.

Hired as an extra in 1970, Martino in early 1980 applied for a job as a regular employee and was required to take a physical examination. For the first time, Galfand noted, the company learned the full extent of his vision problems, and it denied his request.

Martino's union, Local 169 of the Teamsters, filed a grievance over the denial.

Shortly thereafter, Martino slipped and fell at work, injuring his ankle. He was absent 11 days.

The company subsequently refused to schedule him for work. However, it restored him to his job as an extra on May 12, 1980, after the union agreed to drop its grievance over his being denied a regular job.

On March 20, 1981, Martino, while backing up to avoid a piece of passing machinery, fell backward off a railroad loading platform, fracturing an elbow.

When he notifed the company he would be able to return to work after June 1, management—concluding it was unsafe for him to return to work—declined to permit him to do so. The union then filed the grievance that led to the arbitration.

Arbitrator Galfand rejected the company's contention that Martino had no contractual protection from the disputed termination of his employment because, as an extra, he had no seniority. Absence of seniority "does not *ipso facto* deny preferred extras protection against unjustified dismissal," the arbitrator said.

Galfand also found the labor agreement's clause concerning dismissals was not limited to "regular" employees.

As to whether the grievant should be reinstated, the arbitrator noted that the company was "understandably concerned both for itself, for this longtime employee, and for his fellow workers."

"Perhaps the most reliable measure of how great the potential for injury to the grievant and his fellow workers is lies in the experience during his nine years of employment as a paper handler," Galfand said. With the exception of the two accidents, his work record had been "uneventful," he noted.

The second accident had occurred in an area where Martino had not previously been assigned, Galfand found, noting: "One must question the wisdom of assigning Martino to this particular task, and especially doing so knowing his vision problem and not warning him that the strange area to which he was assigned presented a particularly sensitive hazard in view of his condition.

"It appears to me that the grievant is capable of working without undue danger to himself or other employees if his duties are limited to the tasks which the company had previously identified as appropriate in view of his vision impairment, that is, picking up and packaging waste newsprint and pushing rolls of newsprint to the presses."

Galfand's award directed that the paper handler be reinstated with back pay, less unemployment compensation he received. ☐

Court denies strikers unemployment pay

The Commonwealth Court of Pennsylvania has ruled that members of four unions that struck the Wilkes-Barre Times Leader in the 1978 are not entitled to state unemployment compensation benefits.

Claimants representing Newspaper Guild Local 120, Pressmen's Local 137, Stereotypers' Local 139 and Typographical Local 187 had appealed a decision of the Pennsylvania Unemployment Compensation Board of Review which found them ineligible for benefits.

At issue was whether the work stoppage by the unions was a strike or a publisher's lockout. The court upheld the board's finding that "the final cause" of the work stoppage was attributable "solely to the unions" [presstime, Feb. 1982, p. 35].

(Wallace et al. v. Commonwealth of Pennsylvania, Unemployment Compensation Board of Review, No. 2428 C.D. 1979) ☐

Recent contract settlements

Atlanta Constitution and Journal, ITU: Twenty-eight month agreement covering mailers retroactive to Feb. 9, 1982.

Cincinnati Enquirer, IPGCU: Three-year agreement covering pressmen retroactive to March 1, 1981.

Dallas Morning News, ITU: One-year agreement covering composing room employees retroactive to Feb. 21, 1982.

Seattle Times, Teamsters: Four-year agreement covering circulation employees retroactive to Jan. 1, 1982.

(Details in ANPA Labor & Personnel Relations Letter Vol. 3, No. 5, May 1982.)

Additional arbitration awards

Albany (N.Y.) Times-Union and Knickerbocker News, Guild: Jonas Aarons found the company did not violate the labor agreement by refusing to pay part-time employees for holidays they did not work.

Stockton (Calif.) Record, Guild: Harvey Letter upheld the newspaper in a dispute over the pay for employees when they temporarily replace circulation department district managers.

(Full texts available from the ANPA Labor and Personnel Relations Department at The Newspaper Center, Reston, Va.)

Production Conference opens June 19 in Dallas

"Profiles '82: Media in Motion," the 54th annual ANPA Production Management Conference, is ready to roll, starting June 19 in Dallas. More than 10,000 representatives of newspapers and equipment manufacturers are expected to attend the five-day event.

Cosponsored by the Texas Daily Newspaper Association, the Conference will feature more than 200 equipment exhibits (see list, p. 40) and a series of workshops, presentations and demonstrations covering many areas of newspaper production (see details below).

Thirteen major Dallas hotels have set aside more than 5,000 rooms for attendees. The Fairmont and Hyatt Regency hotels will serve as Conference co-headquarters hotels, while the Plaza of the Americas Hotel will be headquarters for TDNA.

Housing is still available at the 10 other designated hotels [presstime, March 1982, p. 43]. For reservations, contact the Dallas Convention and Visitors Bureau at (214) 655-1384.

The equipment exhibition [presstime, May 1982, p. 43] will cover more than 200,000 square feet on levels 2 and 3 as well as the arena of the Dallas Convention Center. The exhibition will be open from 11 a.m. to 6 p.m. June 19 and 20, and from noon to 6 p.m. June 21-23.

General sessions will be June 21-23 in the Theatre, Level 3 of the Convention Center, beginning at 9 a.m. each day.

Program—54th Annual ANPA Production Management Conference

Monday, June 21

Opening Session, 9 a.m. to 10:45 a.m.

***Session Chairman:* Ralph S. Roth,** vice president of production, Knight-Ridder Newspapers Inc., Miami, and chairman, ANPA Production Management Arrangements Committee

Address of Welcome—Thomas R. McCartin, publisher and president, Dallas Times Herald

Opening Remarks—James M. Maroney Jr., president, The Dallas Morning News, and chief operating officer, A. H. Belo Corp.

Address by the president of the Texas Daily Newspaper Association—Frank Feuille III, president and general manager, Newspaper Printing Corp., El Paso

Address by the chairman and president of ANPA—William C. Marcil, president and publisher, The Forum, Fargo, N.D.

Computers—Those Giant Nincompoops—Ray Stanish, member, Speaker Associaties, and former executive for TRW Inc.

Three concurrent symposia, 11 a.m. to 12:30 p.m.

Editorial/Newsroom Symposium

***Co-chairman:* Joseph M. Ungaro,** vice president and executive editor, Westchester Rockland Newspapers Inc., White Plains, N.Y.; and **John E. Leard,** former vice president and executive editor, Richmond (Va.) Newspapers

- **In retrospect—what lessons have we learned about technology in:**
  - — ***The newsroom*—John E. Leard**
  - — ***The front end*—Joseph M. Ungaro**
    - — ***What's New*—Charles Liftman,** systems editor, The Boston Globe
    - — ***Tired Iron—How to Justify Its Replacement*—Charles R. Blevins,** vice president/production, Gannett Co. Inc., Rochester, N.Y.
- **Libraries: two approaches**

Michele Ann Kapecky, chief librarian, Detroit Free Press; and **Robert Farquhar,** assistant managing editor, Oklahoma City (Okla.) Times

- **Pagination developments**

Howard Collins, editorial director, Pasadena (Calif.) Star-News; and **Rodgers Adams,** assistant to the editor, Minneapolis Star and Tribune

A question and answer period will follow this session

Printing processes symposium

***Chairman:* Ralph E. Eary,** production director, Scripps-Howard Newspapers, Cincinnati

- **Anilox inking system conversions**
  - — ***Using conventional oil-base inks*—Arnold L. McDonald,** vice president/operations, Cleveland Press
  - — ***Using water-base inks*—W. V. "Dub" Harwell Jr.,** director of operations, Newspaper Printing Corp., Nashville, Tenn.
  - — ***Do-it-yourself no vendor support*—John Rodney,** production director, The Express, Easton, Pa.
  - — ***Adapting to DiLitho®*—Patrick Burns,** foreman/pressroom, McKeesport (Pa.) Daily News
  - — ***Slide-in flexographic replacement unit*—Jerry S. DeHimer,** director of production, The Providence (R.I.) Journal Co.

Circulation and marketing information systems symposium

***Chairman:* James W. Hopson,** publisher, Framingham (Mass.) Middlesex News

***Panelist:* Mike Moors,** western regional advertising manager, K Mart, Los Angeles; **Ted D. Sherwin,** president and managing director, East Region, Publishers Mailing Services Division, Harte-Hanks Communications Inc., Wilkes-Barre, Pa; **John Neighbors,** corporate data processing manager, McClatchy Newspapers, Sacramento, Calif.

Topics to be discussed include what advertisers want in the way of distribution; how to organize a subscribers list; developing a complete advertising strategy; and an overview of circulation information systems.

Tuesday, June 22

General session, 9 a.m. to 10:20 a.m.

***Session Chairman:* Kenneth C. Bronson,** vice president, Affiliated Newspapers, Stauffer Communications Inc., Topeka, Kan.

Editor & Publisher exhibition awards presentation—Ferdinand C. Teubner, publisher, Editor & Publisher

VDT health hazards: fact or fiction—Howard R. Brown, M.D., medical director, The New York Times Co., and member of the ANPA Environmental Committee

Standard Advertising Units system—Walter E. Mattson, president and chief operating officer, The New York Times Co., and chairman of the Standard Advertising Units Working Committee; and **Thomas Reddy,** William Esty Inc., New York

Kodak awards presentation—William Sherman, vice president and general manager, Graphics Marketing Division, Eastman Kodak Co., Rochester, N.Y.

Focus on electronic cameras—John Simonds, assistant director/Physics Division, Kodak Research Laboratories, Eastman Kodak Co.; and **Eelco Wolf,** director of worldwide marketing, Polaroid Corp., Cambridge, Mass.

Roth

Leard

Eary

Bronson

Perry

McDavid

Those sessions will be followed on June 21 by symposia and on June 22 and 23 by three concurrent workshop sessions in Parquet Ballrooms A, B and C, also on Level 3. The programs will end at 12:30 p.m. each day.

Registration. No one will be admitted to the sessions or the exhibits without a Conference badge, which will be supplied upon registration. General registration is $20 and admits registrants to sessions and the equipment exhibition. There will be no pre-registration.

Desks for registration will be open at the Convention Center at the principal Level 3 entrance June 19 and 20 from 10 a.m. to 6 p.m., and June 21-23 from 8 a.m. to 6 p.m.; and at the Theatre lobby on Level 2 June 21-23 from 8 a.m. to noon.

Transportation. Delta Airlines is offering a 30-percent discount for Conference travel.

Surtran bus service is available at Dallas/Fort Worth Airport to downtown terminals or directly to Conference hotels.

Car rental firms at the airport include Hertz, Budget, Avis and National. Hertz offers a 13-percent discount to ANPA members; to receive a Budget discount, participants must tell the firm they are attending the Conference.

Downtown Dallas is about 20 miles from the airport.

Complimentary shuttle bus service to and from the Convention Center will be available at Conference hotels. Buses will run every 15 minutes between 10 a.m. and 6:30 p.m. June 19 and 20, and between 8 a.m. and 6:30 p.m. June 21-23.

Three concurrent workshop sessions, 10:30 a.m. to 11:25 a.m., repeated from 11:35 a.m. to 12:30 p.m.

• ROP color workshop

***Chairman:* Harry Templar,** manager of technical services, Canadian Daily Newspaper Publishers Association, Toronto

***Panelist:* Peter Dodds,** assistant production manager, The Toronto Star; **E. G. Mills,** pressroom manager, Times Publishing Co., St. Petersburg, Fla.; **B. H. Mooney III,** general manager and purchasing agent, Rome (Ga.) News-Tribune; **Ian Pittendreigh,** production manager, The London (Ontario) Free Press

Topics to be covered will include the standards and quality control needed for maximum ROP color production; research and development in editorial and process color; the single-angle color screen technique; establishing procedures for proper film and plate specifications; and controlling a two-process operation.

• Standard ad units system clinic

***Chairman:* Jacques Caldwell,** executive consultant, Scripps-Howard Newspapers Inc.

***Panelists:* Terry McDonald,** senior vice president/director of communications development, Young & Rubicam Inc., New York; **John A. Wolf,** senior vice president, Dallas Times Herald; **Frank J. Stanczak,** production engineer, ANPA Research Institute

Discussions will include the American Association of Advertising Agencies' viewpoint on Standard Advertising Units; newspapers' production experience with SAUs; the advertisers' reaction and acceptance; and the mechanics and procedures for achieving efficient utilization of SAUs.

• Thrifty electronic editing systems workshop

***Chairman:* Ken Hood Jr.,** assistant general manager and executive editor, Greeneville (Tenn.) Sun

***Panelist:* Ken Hood Jr.; Thomas White,** production director, Kentucky New Era, Hopkinsville; **Mark Easton,** assistant publisher, Lake Worth (Fla.) Herald

Discussions will include the viewpoints of smaller-circulation dailies on the use of thrifty electronic front-end systems, how they work, their advantages and disadvantages, etc.

Wednesday, June 23

General session, 9 a.m. to 10:30 a.m.

***Session Chairman:* Wayne E. Perry,** vice president and production director, Chicago Tribune

The wiring of America: Should we be holding a wake for printing?

— ***Beyond the demographics*—Leo Bogart,** executive vice president and general manager, Newspaper Advertising Bureau, New York

— ***There's an electronic newspaper in your future*—Ben Smylie,** vice president information products, KEYCOM Electronic Publishing, Chicago

— ***Newspapers are here to stay*—Robert J. Haiman,** executive editor, St Petersburg (Fla.) Times

Personal computers at the office

— ***Expanding your front-end system*—Larry R. Barr,** production director, Fort Wayne (Ind.) Newspapers Inc.

— ***Keeping production records*—Gene Bell,** production director, Orlando (Fla.) Sentinel

— ***Marketing with an Apple*—Glenn Shank,** production director, Call-Chronicle Newspapers Inc., Allentown, Pa.

Three concurrent workshop sessions, 10:30 a.m. to 11:25 a.m., repeated from 11:35 a.m. to 12:30 p.m.

• Advertising information systems/electronic layout workshop

***Chairman:* Larry Strutton,** vice president of operations, Detroit Free Press

***Panelists:* Joseph P. Junker** director of information systems, The Sacramento (Calif.) Bee; **Michael D. Williams,** production director, Pittsburgh Press; **Carl E. Berg,** systems manager—publishing, The Providence (R.I.) Journal Co.

Subjects to be covered will include the implementation of on-line integrated ad management systems; ad tracking; electronic makeup; and both vendor and in-house-developed ad systems.

• Mailroom/distribution workshop

***Chairman:* Gene McDavid,** vice president of operations, Houston Chronicle

***Panelists:* John L. Irvin,** asistant operations manager, St. Petersburg (Fla.) Times and Evening Independent; **Ronald L. Ric[illegible]an,** publisher, Quad-City Times, Davenport, Iowa; **Donald J. Garyantes,** vice president of operations, Army Times Publishing Co., Springfield, Va.; **John T. McConnell,** vice president and publisher, Peoria (Ill.) Journal-Star.

Topics to be discussad include total market coverage; marriage mail; new inserting equipment; new label and container distribution methods; and a special report on the activities of the ANPA Packaging and Delivery Task Force.

• Electronic publishing update workshop

***Moderator:* Lee J. Canning,** senior vice president, business manager, Minneapolis Star & Tribune Newspapers

— ***Newspaper CATV: An overview of the CATV industry*—Ralph Lee Smith,** vice president/policy and planning studies, The Bertram Group Inc., Vienna, Va; ***Case Study*—Lee Porter,** publisher, Shawnee (Okla.) News-Star

— ***Teletext/videotex: "Nite Owl" teletext service—the first year's experience*—Ben Smylie,** KEYCOM Electronic Publishing; ***"EP"—a small newspaper perspective*— Kaj Spencer,** publisher, Tiffin (Ohio) Publishing Co.; ***"EP"—the Dow Jones experience*—Carl [illegible]lenti,** vice president/information services, Dow Jones & Co. Inc., Princeton, N.J.

Scheduled exhibitors at 54th Annual ANPA Production Management Conference

A.D.A.M. Graphic Arts, booth number 709
Agfa-Gevaert Graphic System, 2253
Ag-Met Equipment Co. (Sharing with McLemore Metal), 1085
Alpha Type Corp./Berthold, 233
AM ECRM, 805
Amergraph Corp., 2127
American Printer, 801
ANPA, 443
AT&T, 919
Anchor/Lithkemko, 1019
Anitec Image Corp., 433
Applied Data Communications, 176
Applied Learning Corp., 301
Associated Press, 705
Atex, Inc., 119
Austin Co., 178
Autologic Inc., 529
Automated Mailing System, 2027
Autronics Corp., 108

Baldwin Technology, 2137
Beach Manufacturing Corp., 2343
Bell & Howell, 192
Samuel Bingham Co., 188

Cable Newspaper Corp., 2637
Camex, 2005
Cannon-Cross Inc., 152
Capital Elevator Sales Inc., 1037
Chesley F. Carlson Co., 581
Cary Co., 10A
Chemco Photoproducts Co., 557
C I P Inc., 30A
C K Optical, 901
Collier-Jackson Inc., 133
Commercial Mailing Accessories, 1079
Composition Systems Inc., 619
Compugraphic Corp., 2505
Computer Video System Inc., 113
Cosar Corp., 2519
Craig Cold Type Supply, 2133
Creative Data System Inc., 156
Crosfield Electronics (Sharing with LogeScan), 319
Custom-Bilt Machinery, 2437

Dar-Mar Inc., 1057
Delta Data Systems, 511
Dent-X Corp., 1015
Denver Design Associates, 2619
Dev Industries Inc., 110
Digital Equipment Corp., 143
Dunn Technology Inc., 104
Durbin Associates, 1027
Duro Roller Inc., 1087

Eastman Kodak Co., 2447
Ebway Co., 109
Eclectic Co., 1007
Editor & Publisher, 105
EDS IDAB, 2117
E E Text Corp., 427
Electronic Information Technology, 2317
Encyclopaedia Britannica, 114
Enkel Corp., 213
EOCOM, 2467
Epic Technology, 2627
Erectoweld Co., 595
Exide Electronics, 2503

Faustel Inc., 2033
Ferag Inc., 2157
Flex-O-Line Inc., 2443
Flint Ink Corp., 347
Fluorographic Services Inc., 1051
J. A. Freeman & Son, 2520

Gandalf Data Inc., 401
General Photo Products, 2527
Gittings Western Inc., 2801
W. R. Grace & Co., 2267
Graphic Arts Manufacturing Co., 184
Graphic Enterprises of Ohio, 253
Graphic Management Association, 965
Graphic Products Corp., 802

Hall Systems Inc., 333
Harris Corp., 305
Hastech, 881
HCM Graphic Systems, 2057
Hercules Inc., 2347
Hydrographic Corp., 2557

Iconics/Snook Dynalith, 2423
Industrial Acoustics Co., 2618
Information International, 809
In-Form Data Service (Sharing with Q L Systems), 2663
Ingenuity Inc., 303
Inland Newspaper Machinery (Sharing with Stepper Association), 871
Institute of Imaging Sciences, 2403
Intelmatique, 2247
Intercorp Inc., 859
International Newspaper Pro., 1017
Ipec, 2227
Itek Graphic Products, 2047

K & F Manufacturing Co., 2067
Kansa Corp., 205
K-Jack Engineering, 134

Leger Corp., 194
Lektro S.E., 1097
Lincoln St. Louis, 902
Locker Printing Equipment, 2303
LogeScan (Sharing with Crosfield), 319
Logetronics Inc., 523

Mailroom Systems Inc., 2553
Mannschreck Business Interiors, 1063
M.A.N.-ROLAND USA Inc., 181
Master Group, 2037
Masthead International Inc., 1025
McCain Manufacturing Corp., 2617
McLemore Metal (Sharing with Ag-Met Equipment), 1085
M.E.G. (U.S.) Inc., 519
Mergenthaler Linotype Co. (Sharing with Mycro-Tek and Stauffer), 353, 159
MGI International Inc., 2201
Mid West Corp., 2622
Midwest Publishers Supply, 929
Misco Inc., 2811
Mita Copystar, 2257
Mohr Enterprises, 2233
Monotype Graphic Systems, 2705
Motorola Communications, 865
Muirhead Inc., 2305
Muller Martini, 851
Mycro-Tek Inc. (Sharing with Mergenthaler and Stauffer), 353, 159

Napp Systems, 843
National Machine Co., 701
National Press Wiring Inc., 128
New England Newspaper Supply, 471
Newscolour Corp., 1059
New York Times Information Service, 2506
Nolan Systems, 171
NuArc Co. Inc., 2337

O N E Corp., 447
Ovalstrapping Inc., 419

Pace Pack Corp., 153
Pacific Press Services, 154
Pathfinder Graphic Association, 343
Penta Systems, International, 2667
Phillips & Jacobs Inc., 1043
Phoenix Service Co. Inc., 150
Pica Foundation, 1039
Pitman Co., 687
Press Machinery Corp., 2237
Printing Impressions, 203
Production News Magazine, 2803
Publisher Control Systems, 2301
Publishers Data System, 2304
Publishers Equipment Corp., 2647
Publishers for Conventions, 1049

Q L Systems Inc. (Sharing with In-Form Data Service), 2663
Quarter Fold, 2809

Radio Shack, 2727
Raytheon Graphic Systems, 20A
RBP Chemical Corp., 2517
Realtime Associates Inc., 2263
Richardson Graphics Co., 2501
Rochester Institute of Technology, 1-ME and 439
Rockwell International, 40A
R T E Corp., 126
Rutherford Machinery, 2427
Ryco Graphic Manufacturing Inc., 959
Rycoline Products Inc., 939

Scheffer Automatic Inc., 681
Seaboard Energy Systems, 136
Semler Industries Inc., 2633
Seybold Publications Inc., 302
S I Handling Systems, 239
Single Vend Inc., 2521
Smith RPM Corp., 371
Solna King Corp., 571
Southern Illinois Machinery Co., 2217
Spectrum Ink/The Ink Co., 1047
Springfield Silver Service, 120
Stauffer Media (Sharing with Mycro-Tek and Mergenthaler), 159
Stepper Associates Inc. (Sharing with Inland Machinery), 871
Sullivan Transfer Co., 116
System Concepts Inc., 1091
System Integrators, 547

Taft Contracting Co., 1081
Taft Equipment Sales, 481
Tasope', 743
Tech-Energy Co., 2620
Telcon Industries Inc., 2457
Teleram Communications, 543
Terminal Systems Corp., 2404
Texscan/MSI, 2733
T.F.E. Pressroom Devices Inc., 1099
3M Co., 2105
Tingue, Brown & Co., 124
Todd Communcations Inc., 1013
Transtector Systems, 2807
TV Data Inc., 505
Typeworld, 1003

United Press International, 2547

Varn Products, 2167
Video Data Systems, 2537
Vision Data Equipment, 713

Warner M.D.S. Color, 1055
Web Specialties Inc., 771
Western Litho Plate & Supply, 2737
Whalen Computer Services, 2327

Xenotron, 2405
Xitron Inc., 2417

Mailroom problem? Call for TAS

ANPA-member newspapers having problems with their mailrooms can turn to the Association's Technical Advisory Service [presstime, Feb. 1982, p. 41] for help.

One newspaper operation that did so is The Press-Enterprise (morning, circulation 74,666; evening, 34,594) of Riverside, Calif. Executives there accepted the recommendations of engineers from the ANPA Research Institute and will move into an expanded mailroom by the middle of September.

Assistant General Manager William D. Rich says, "We were very pleased (with the study), and as we get farther into construction, we see how correct the recommendations were."

Following an on-site visit in July 1980, the engineers recommended the newspaper purchase automatic inserting machinery to replace its hand-stuffing operation.

"Judging from the amount of inserts . . . in a very short period of time, the manual operation will become almost impossible to handle," the engineers said.

The Press-Enterprise has ordered a Sheridan 72P automatic inserter that will be used on-line with the press every day except Sundays. Auxiliary equipment such as counter stackers and conveyors also was purchased.

Rich says it is not yet clear how much the paper will save in personnel costs, but he notes, "We are planning a 25 percent annual pay back from the inserter." The newspaper employs about 30 part-time stuffers.

The expansion will cost about $7 million, "and the biggest part of that is the mailroom equipment," Rich reports.

'Hold harmless' clause urged for contracts

A newspaper purchasing equipment could possibly find itself named as a third party in a patent infringement suit filed by one supplier against another. For that reason, it is important that "hold harmless" clauses be part of any purchase agreement, according to William D. Rinehart, ANPA vice president/technical.

A hold-harmless clause is an agreement from the seller that the purchaser will be reimbursed for costs arising from any claim that the seller is infringing on patents, copyrights, trademarks or other rights of third parties, and will be defended against such claims.

ANPA has published a "Purchase Contract Negotiations and Language Guidelines," in which such clauses are discussed [presstime, March 1980, p. 46].

Without the clause in a contract, a newspaper "might be faced with assessments for royalties for use of equipment or components which are the subjects of the dispute and forced to defend itself (in court) along with the seller," the booklet states.

A sample clause contained in the booklet reads:

> "Seller agrees to forever defend, indemnify and hold harmless buyer, its successors and assigns, and all persons claiming under buyer from and against all claims, suits, actions, liability, loss, damage and expense of any kind, including without limitation attorney's fees and loss of use, by reason of actual or alleged infringement or contributory infringement of any United States or foreign letters, patent or copyright or trademark rights arising in any way out of or in connection with this contract, including, without limitation, by reason of manufacture, delivery, use or sale of merchandise supplied under this agreement, and seller agrees to defend at its own expense any and all actions or proceedings charging infringement of such letters, patent or copyright or trademark rights that may be brought against buyer or any person claiming under buyer, and to pay all costs or damages that may be incurred in every such action. The provisions of this section will apply regardless of whether such claims, actions or suits shall ultimately be determined to have been unjustified or unfounded."

"A reputable vendor would agree to add a hold-harmless clause in the purchase contract to absolve the purchaser of any responsibility," L. Peyton Hendricks, ANPA staff counsel, said. "It is strongly suggested that newspapers insist on the clauses whenever they make any capital equipment purchases, and they should be drafted by the newspaper's attorney."

The guidelines booklet is available for $10 from ANPA, The Newspaper Center, Reston, Va. □

Compugraphic Corp. now says it will service equipment

Officials of the Compugraphic Corp., in a reversal from an earlier announcement, have agreed to continue service on all models of Compugraphic equipment, according to William D. Rinehart, ANPA vice president/technical.

In a letter to its customers in January, the firm had announced that as of Feb. 1, 1983, parts and service for certain products would be provided on a "best effort" basis only [presstime, April 1982, p. 43].

Compugraphic officials met May 20 in Wilmington, Mass., with executives of the National Newspaper Association and Rinehart to discuss the service cutback.

William Grossman, Compugraphic vice president for field service, and James Winters, vice president of sales, said they have difficulty finding some parts of Compugraphic equipment more than 10 years old, Rinehart said.

Some of the companies that manufactured parts for the equipment have gone out of business, and the company is having difficulty finding the parts from other companies.

In order to maintain service on some original Compugraphic equipment, the company will have to "scavenge" and recondition some parts from trade-ins, they said.

"We have never withdrawn service on any of our equipment in the past, and won't do so in the future," Grossman said.

Rinehart said Compugraphic plans to send customers a letter of clarification. □

Production conference set

The 43rd annual New England Newspaper Production Conference will be held Oct. 21-24 at the Mount Washington Hotel in Bretton Woods, N.H.

The program, titled "A Look Toward Tomorrow," will feature future technology, which organizers said is a departure from past conferences that focused on existing technology.

For more information, contact Steven Derman at The Hartford (Conn.) Courant or Donald Dadko at the Worcester (Mass.) Telegram. □

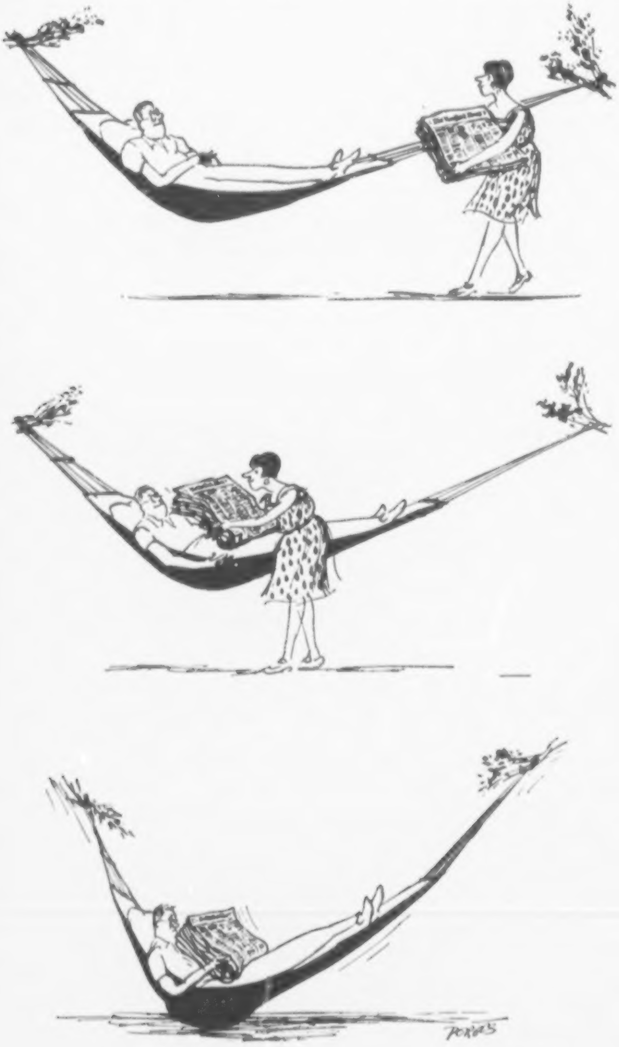
The 'bulky' newspaper is a welcome burden

By Margaret Genovese
presstime staff writer

Is the sheer bulk of some daily newspapers reaching a point beyond which some readers and advertisers may be turned off? Is it possible to have too much of a good thing?

The question of the limit in newspaper size is not new. ANPA economics consultant Jon G. Udell recalls that it came up in 1959 when he was conducting a study for the Inland Daily Press Association on the future of newsprint demand.

The University of Wisconsin professor concedes that "people wouldn't want a 10,000-page newspaper. . . . There has to be some absolute maximim." But he believes the outer limits have not been reached.



Drawing by Porges; © 1967
The New Yorker Magazine, Inc.

Moreover, the question of where that maximum lies has relevance only to a few papers. And most newspaper executives would regard any daily with such a potential "problem," if it can be called that, as indeed fortunate.

"When you get right down to it, there are only a few really huge newspapers in the United States, and the vast majority are far smaller than the largest," Udell points out. "Even if a few have reached the maximum size, the vast majority still have room for growth."

And growth there has been. In 1940, the U.S. weekday paper averaged 27 pages, the Sunday paper 86 pages, according to the Newsprint Information Committee.

Last year, the average number of pages in U.S. morning papers was 70, in evening papers 58, according to Media Records. This was down slightly from 72 and 60 for a.m. and p.m. papers respectively in 1980.

Sunday newspapers last year increased in size, to an average of 210 pages from 208 in 1980.

But these statistics, being averages, only hint at how some newspapers have bulged over the years. The *Guinness Book of World Records* says The New York Times for Sunday, Oct. 16, 1965, holds the title for largest newspaper ever: 946 pages, a hefty 7½ pounds.

The answer to whether a paper can get too big for its own good can only be answered by the papers involved, and so far there has been little bulk-based backlash reported by big papers.

The Los Angeles Times receives "only an occasional letter . . . complaining that 'There is just too much advertising,' 'The paper is too big,' 'You are wasting valuable forest printing this monster,'" says Charles W. Chidsey, director of marketing research.

So long as there are no production problems that delay the delivery of the Times, its bulk "does not present any undue problem" to its readers, he says. In 1981, the Times averaged 140 pages daily and 525 pages on Sunday including preprints.

Chidsey says that for the "very, very small fraction" of the readers of the Sunday Times who "feel some sort of guilt complex" when they cannot read the entire paper, promotional efforts "try to belay those anxiety feelings by saying, 'You don't have to read the entire paper. There is something in the paper for everyone in the family. Read the sections that you enjoy.' "

Research indicators. Newspaper researchers say they have no evidence that sheer bulk is a major problem for readers. On the contrary, they say, readers rarely vote for less of a certain type of information in newspaper content studies.

But to date, major readership studies seem only to have addressed the question of bulk indirectly.

"Page opening" studies do show the percentage of readers opening pages in the back of the newspaper is lower than in the front of the newspaper.

But the difference "is of relatively minor consequence," says B. Stuart Tolley, research director of the Newspaper Advertising Bureau.

He adds, "This is not solely a function of the thickness of the paper, but rather it is at least partly due to the fact that pages at the back tend to be speciality pages," i.e., sports, business and lifestyle.

However, the question of bulk is being addressed in the Newspaper Readership Project's national study of newspaper reading, which has just gotten under way, reports Albert E. Gollin, NAB's associate research director.

The study will try to determine whether the size of a newspaper can be "intimidating or off-putting" to readers, he says. The question will be one of a series probing attributes of the newspaper that are either appealing to readers or that might pose problems.

The concern is "not bulk per se," according to Gollin, but "concern for the newspaper carrying on its business in traditional ways when peoples' work schedules and time are being compressed."

At The Wall Street Journal, where another increase in size (following one in 1981-82) is being contemplated, the question of reader acceptance of a larger newspaper is being studied by researchers.

"We are concerned that as the paper gets bigger, it doesn't become a burden," says Lawrence A. Armour, director of corporate relations for Dow Jones & Co. Inc., the newspaper's parent company.

On the other hand, he says, there is the "growing complexity" of the business, financial and other news the Journal covers, and additional advertisers who want to use the nation's largest daily.

Although the Journal has made plans for growth—new press capacity has been ordered for all satellite printing plants to allow an increase from 56 to 64 pages daily by the end of next year—Armour says the results of "ongoing readership studies" will determine how much of this capacity will be used.

The advertising factor. Within the confines of a newspaper's production capacity, the amount of advertising a newspaper contains determines how large it is going to be on any given day.

Like readers, advertisers do not balk at bulk in any major way, according to the large newspapers.

"The name of the game is response," says John Kosanke, advertising director of The Miami Herald. "The bulk wouldn't stay with any newspapers if the advertisers weren't getting response."

At The Boston Globe, Advertising Director John F. Reid Jr. says he got his first bulk-related complaint earlier this year. "We had one advertiser tell us they would not run an insert in our (Sunday) paper because there were too many inserts already," he reports.

The advertiser, whom Reid declines to name, "just feels he's an upscale advertiser and doesn't want to be in there with all the discount stores." The Globe averages 12 to 15 inserts every Sunday.

Although the advertiser who pulled his inserts from the Globe is mailing them now, he continues to place ROP ads in the newspaper. Reid says he has received no complaints about the bulk of the newspaper from ROP advertisers.

Again, researchers say there are no studies indicating that large amounts of advertising create problems for advertisers—beyond those in accommodating requests for particular positions.

The fact is, says John B. Mauro, director of research for Media General Inc., "there is a tendency among advertisers to go with the more successful papers."

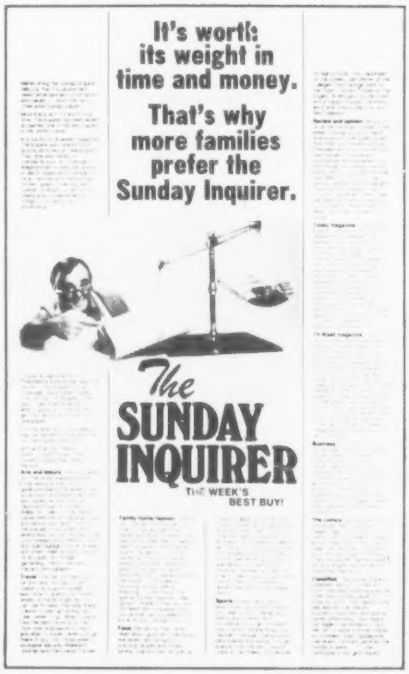
For the advertiser, Mauro says, the large newspaper is "very much like a shopping center" where stores, even competitors, feed on the traffic brought in by the others. "It seems to me," he adds, "the more advertising a paper gets, the thicker it gets, the more desirable it seems to be for all concerned, including the publisher."

That view is shared by all the big newspapers. Bulk is seen as a hallmark of success.

"Almost any of the really successful newspapers deliver a tremendous bulk on certain days of the week, especially Thursday, with the food advertising, and Sunday, which is your best advertising day and your best readership day," observes James D. Squires, executive vice president and editor of the Chicago Tribune.

"The bulk of those two days, while it may evoke some negative comments from some readers, is still one of the great strengths of the successful newspapers. . . . about the only thing you can do is organize it well and make it easier to read."

Selling bulk. The promotion department at The Philadelphia Inquirer probably would disagree slightly with that. It would likely say that you also can successfully promote on the basis of size.


It's worth its weight in time and money.
That's why more families prefer the Sunday Inquirer.
The SUNDAY INQUIRER
THE WEEK'S BEST BUY!

Size and weight can be touted as an asset.

Last year the Inquirer built an entire advertising campaign around the theme of bulk. In its print ads, a Sunday Inquirer was placed on one tray of an old-fashioned scale and the Sunday edition of its now-defunct competitor, The Bulletin, on the other tray. With the balance tipping in the Inquirer's direction, the copy claimed: "It's worth its weight in time and money."

Says William Broom, Inquirer vice president, public affairs, "Our promotion department found that bulk and size and content sold newspapers."

Donald A. Nizen, senior vice president of The New York Times Co. subscribes to that belief. He notes that the two major U.S. dailies that died in the last 10 months, The Bulletin and The Washington Star, "had no bulk on Sunday." And, he adds, "I think if you would look at the competitive markets left . . . I think you would find that the paper that is losing circulation and probably losing money is the paper that has very little paging."

Nizen does not foresee any trend away from bulky newspapers any time soon. While some "demand" material—stock market information, for example—may end up being delivered electronically, "most of the matter in newspapers," he predicts, "will not." ☐

Two Canadian newspaper groups must stand trial in antitrust case

An Ontario provincial court judge has ruled in a preliminary hearing that Canada's two largest newspaper groups—Southam Inc. and Thomson Newspapers Ltd.—must stand trial on seven charges stemming from the 1980 reshuffling of Canada's newspaper industry.

Gordon N. Fisher

The two Toronto-based companies were charged under the Combines Investigation Act with illegally conspiring to lessen competition unduly, and with unlawfully merging and monopolizing the production and sale of major English-language daily newspapers [presstime, June 1981, p. 59].

Judge J.L. Addison, who announced his decision May 5, banned publication of evidence from the preliminary hearing.

No date was set for the trial, which will be in the Ontario Supreme Court.

Southam president Gordon N. Fisher, named as an unindicted co-conspirator in the case, said he was not surprised by Addison's decision.

"We're certainly going to defend ourselves actively and believe we are going to win," he said.

A spokesman for Thomson said all charges against the company and its subsidiaries will be "vigorously" opposed.

Early in 1980, Thomson acquired F.P. Publications Ltd., publisher of eight Canadian dailies including the Ottawa Journal, the Winnipeg Free Press and The Vancouver Sun. In August 1980, Thomson shut the Ottawa Journal, Southam shut The Winnipeg Tribune and bought Thomson's newspaper interests in Vancouver as well as Montreal.

The ownership changes meant an end to competition among rival-ownership, English-language newspapers in Ottawa, Winnipeg and Vancouver. (However, a daily newspaper competing with the Winnipeg Free Press began publication last year.)

In addition to the charges brought against the groups, William J. Carradine, senior vice president of Southam, was accused of attempting to "prevent an inquiry" by destroying documents. A date for a preliminary hearing into the charges against him will be set June 18.

The newspaper closings resulted in the creation of a Royal Commission on Newspapers that was instructed "to inquire generally into the newspaper industry" in Canada. The commission released its report last August [presstime, Oct. 1981, p. 51].

Although the Trudeau government has not made a final decision on the commission's recommendations, an apparent cabinet document obtained by a member of Parliament and released to the press indicated that government action would not be retroactive. The secret document, titled "A Response to the Royal Commission on Newspapers," suggested that Southam and Thomson be restricted to their present size. ☐

Strike insurance premiums reduced 25%

Territorial Insurance Co. Ltd. of Hamilton, Bermuda, has announced a 25-percent reduction in strike insurance premiums paid in the July 1, 1981, insurance year.

The reduction may be applied as partial payment for renewal of the insurance for the year beginning July 1, 1982.

The company also announced that the aggregate limit of insurance for one newspaper has been increased from $750,000 to $900,000. Similarly, the amount for two newspapers covered as a unit has been raised from $1.5 million to $1.8 million.

"This program is highly unusual in that it offers newspapers $150,000 more coverage per paper at 20 to 50 percent less cost than they could get in 1946," said Arthur B. Hanson, the company's U.S. general counsel.

Territorial makes its strike insurance available to ANPA members. ☐

13 newspaper firms tracked by analyst posted a good year

"1981 turned out to be a pretty good year for the newspaper companies despite the volume of talk about the nation's financial difficulties. Growth in earnings per share in 1981 posted a considerable improvement over 1980's growth."

That is how one analyst, John Morton of Lynch, Jones and Ryan, summed up the 1981 financial performance of 13 publicly held newspaper companies. Those companies represent 28 percent of total daily newspaper circulation in the United States and 32 percent of Sunday circulation.

Statistics compiled by Morton Research indicate that growth, while still healthy, slowed a bit in some respects both in 1980 and 1981 from the average for the years 1977-81.

The newspaper companies' combined earnings rose 4.4 percent in real-dollar terms last year, while the combined earnings of the Fortune 500 companies declined 5.2 percent. The combined earnings per share for the 13 rose 12.6 percent, compared to an increase of 8.1 percent in 1980.

The earnings-per-share increases for the past two years, however, are well below the 1977-81 average growth of 18.4 percent, and rising expenses put a slight dent in newspaper profit margins during 1981.

Pre-tax profit margins for the year averaged 17.3 percent, down from 17.4 percent in 1980. Revenues rose an average of 15.1 percent, down from 16.2 percent in 1980. Expenses rose 15.5 percent, less than the 17.7 percent of a year before.

The companies with the highest after-tax profit margins were Capital Cities Communications Inc., 14 percent; Multimedia Inc., 13.2 percent; and Lee Enterprises Inc., 12.8 percent.

Those with lowest after-tax profit margins were The Washington Post Co., 4.6 percent; The New York Times Co., 5.7 percent; and Affiliated Publications Inc., 6 percent.

Return on stockholders' equity averaged 17.8 percent, down from the 1980 average of 18.2 percent and also below the five-year average of 18.5 percent. ☐

Denver Post stock suit settled

An out-of-court settlement announced May 5 resolved two legal disputes over the disposition of Denver Post stock held by the Frederick G. and Helen G. Bonfils Foundation at the time of the newspaper's 1980 sale to The Times Mirror Co.

Employees of the newspaper who had purchased stock in the paper through The Denver Post Employees Stock Trust alleged that stock held by the foundation should be offered to their trust before being sold to Times Mirror.

In a separate issue, a group of 900 full-time employees who did not own stock at the time of the sale argued that they should receive a share of any profits from it. They maintained that Helen Bonfils had intended for all employees to participate in the newspaper's ownership.

The actual value of the foundation's stock is estimated at $25-$35 million, according to Joseph Halpern, an attorney for the employees' trust. Much of that is still owed to the foundation, which holds two promissory notes from Times Mirror.

The employees' stock trust group agreed to accept a cash settlement of $8.6 million in return for dropping the claim. That sum will be divided among the 301 stockholding employees, with individual amounts based on how much stock each employee owns.

The 900 non-stockholding employees will receive $1.725 million, to be divided equally. Their settlements will work out to about $1,200 per person, plus $75 for each year they were employed during the 19 years the stock trust was in existence. ☐

New York Daily News meets with unions

Officials of the New York Daily News met May 17 with representatives of 11 unions representing 3,800 of the newspaper's full-time employees to propose a survival plan that would include elimination of 1,340 jobs.

George E. McDonald, head of the Allied Printing Trades Council, an umbrella group that represents 10 of the unions, said the next step would be for management to meet with the individual unions to work out details of the plan.

The News offered $48 million in early retirement pay and said it would invest an additional $44 million in new and refurbished plants.

Management had said earlier it was willing to invest "a substantial amount" to restore the paper to financial health [presstime, May 1982, p. 63]. The News lost more than $12 million last year.

Robert M. Hunt, president and publisher, said the newspaper would save about $55 million a year by 1984 if the proposed staff reductions are made.

The company's plan calls for modernizing the paper's Brooklyn plant, phasing out production in the Daily News building in Manhattan, establishing two satellite plants—one in Long Island and the other in New Jersey—and closing its rotogravure plant in Queens.

As part of the plan, 40 management jobs have been eliminated. ☐

Poll, survey guide available

ANPA is offering its *Newsroom Guide to Polls and Surveys* at a reduced price of $10 per copy, or $6 per copy for orders of 10 or more. The 82-page book [presstime, Oct. 1980, p. 31], was designed to help reporters write about polls.

It was written by G. Cleveland Wilhoit, professor of journalism, and David Weaver, associate professor of journalism, of Indiana University.

The book may be ordered from ANPA's Public Affairs Department at The Newspaper Center, Reston, Va. ☐

Press associations: changes in command

International Newspaper Promotion Association, at its annual conference May 2-5 in San Francisco, elected the following new officers:

- President—Edward A. Sebestyen, The Star-Phoenix, Saskatoon, Saskatchewan
- President-elect, Sanford Stiles, the Times Publishing Co., St. Petersburg, Fla.
- Vice president—Thomas E. Griffiths, the News and Sun—Sentinel, Fort Lauderdale, Fla. ☐

Islanders win third straight Stanley Cup / 10B
TAXES Montgomery may get 20% boost / 3B
Joint Chiefs' chairman: He's a soldier's soldier / 1B
1st EDITION
The Washington Times
Falklands invasion near
2 Argentine ships bombed
British units await orders
Times goes to press with issue produced by 11th-hour miracle
'Privilege' may turn to liability later
NEWS ANALYSIS
The Washington Times: A Statement of Principles
Three-week-old with defect pits pro-life 'outsiders' vs. Illinois town
INDEX
Magazine

The Nation's Capital again became a two-newspaper town May 17 when The Washington Times [presstime, April 1982, p. 53] hit the streets. The press run in excess of 120,000 is being printed in three plants in Baltimore, Gaithersburg, Md., and Alexandria, Va. The paper's own press is expected to be running by mid-August.

Sunday Cleveland Press delivered on Saturday

The Cleveland Press has eliminated its Saturday paper and begun distribution of its "Sunday" edition on Saturday afternoon.

Launched Aug. 2, 1981 [presstime, Sept. 1981, p. 43], the Sunday Press has a circulation of 275,701, according to the Audit Bureau of Circulations. Jerry Merlino, associate publisher and editor, said that is 87 percent of the weekday circulation.

Merlino said the May 22 change in publication and delivery schedule "strengthens our position in a competitive market." The Plain Dealer of Cleveland has a Sunday circulation of 448,219, according to ABC averages for the six months ended March 31, 1982, down from 468,541 a year earlier.

"Vying for readers' time on Sunday morning is counterproductive," Merlino said. ☐

ANPA services

Department helps training efforts

ANPA Training Services Department provides support to the increasing number of newspaper trainers, personnel managers and other executives involved in training programs at member newspapers.

Established in 1978, the department's primary, initial responsibility was administering the Association's management and marketing seminars. While continuing to oversee these and other seminars, workshops and conferences, the department also has branched out to help ANPA members start in-house newspaper training and personnel development programs for all departments.

In 1981, working with the ANPA Training Committee, the department published "Newspaper Training Resources Catalog, Part I," listing seminars, on-site trainers, consultants and training materials used by newspapers in the United States and Canada. Part II, to be published later this year, will list resources available from state and regional newspaper associations.

To obtain further information on these and other services, contact Stephen E. Palmedo, manager/ANPA Training Services, at The Newspaper Center.

This column reports on activities of individual ANPA departments.

New members

Turtle Mountain Star

Rolla, N.D. (circulation 3,979). Roger Bailey, publisher.

Somerset Messenger Gazette

Somerville, N.J. (circulation 17,533). C. Palmer Bateman Jr., publisher.

Del Rio News-Herald

Del Rio, Texas (circulation 6,680). Fritz Wirt, publisher.

Broadcasters' rights

Harold Andersen's negative answer to presstime's question "Should newspapers support First Amendment rights for broadcasters?" [presstime, April 1982, p. 29] seems to rest on two points that 1) the courts have ruled that in certain respects broadcasters are not recognized as having the same rights as newspapers; 2) broadcasters are seeking relief through the Congress, thus, he says, weakening their constitutional claims; and 3) newspapers may jeopardize their own First Amendment rights if they advocate constitutional equality for broadcasting and newer forms of electronic publishing.

We have two problems with Mr. Andersen's analysis. The first is his implicit assumption that a statutory right (or legislative relief from statutory regulation) must mean there is no constitutional right. We disagree. The Congress has the duty to uphold the Constitution as much as the Supreme Court does, and at any given time one or both may be constitutionally wrong, *e.g.*, the Alien and Sedition Acts and the internment of Japanese-Americans.

When, in *Zurcher v. Stanford Daily*, the court refused to support the constitutional interests infringed by a police search of a newsroom, the Congress moved to protect those interests with legislation. Similarly, the court's decision in the Red Lion Broadcasting Co. case, upholding FCC regulation of fairness in broadcasting, need not be the last constitutional word on the subject, either by the court or the Congress. This is particularly true because the major premise of such regulation—scarcity of electronic channels—is increasingly anachronistic.

Mr. Andersen believes that RTNDA's fallback positions on partial repeal of Section 315 of the Communications Act are inconsistent with full First Amendment coverage of broadcasting. RTNDA, however, continues to dispute the validity and wisdom of every part of Section 315 and the fairness doctrine. Our statement to the Congress is a straightforward and principled plea for complete repeal or, if that is not politically possible now, the most freedom and protection we can get. Does Mr. Andersen suggest that newspapers and broadcasters are compromising their constitutional principles when, in order to gain protection for as much confidential information as possible, they defeat subpoenas by meeting the test of a qualified privilege, which is accepted federal judicial law, instead of asserting their strongly held theory of an absolute privilege, which is not accepted as federal law?

Our second objection to Mr. Andersen's position goes to his conclusion that newspapers can better defend their freedoms unshared with broadcasters by denying the applicability of those constitutional protections to all forms of electronic media. The opposite seems much more likely. As the traditional print media become a smaller part of the total communications mix, they will have less chance of retaining protections which have not been adjudged necessary and desirable for public media generally.

We think we know "for whom the bell tolls; It tolls for thee."

Wayne Godsey
President
Radio-Television News Directors Assn.

For Polish journalists

Polish journalists are today perhaps the most vulnerable and the most victimized of all those who dared to raise their heads proudly during the year and a half of Solidarity's blossoming.

The Polish Journalists' Association is thus far the only constituent union of Solidarity to be entirely dissolved. . . .

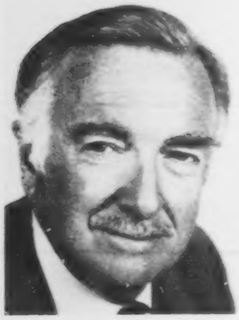
More than 100 journalists are currently being held in internment camps, according to the International Press Institute. Hundreds of others, driven from their jobs by the new repression, are either in hiding or sorely in need of the elements of survival.

In recognition of their need, and of their courage, The Newspaper Guild has established a Polish Journalists Fund. . . . We have asked our own locals to contribute generously, and we are asking all journalists, inside and outside the Guild, to do likewise. Contributions should be made payable to TNG Polish Journalists' Fund and sent to the fund in care of The Newspaper Guild, 1125 15th St. NW, Washington, D.C. 20005.

Charles A. Perlik Jr.
President
The Newspaper Guild

speeches

John H. Haefner



Walter Cronkite

Harry Mullen

George R. Cashau

Single copies of the following speeches are available without charge from the Public Affairs Department at The Newspaper Center, Reston, Va.:

- **Health of the Newspaper Industry.** William C. Marcil, ANPA chairman and president, and president and publisher, The Forum, Fargo, N.D. South Dakota Press Association meeting, Sioux Falls, April 17.
- **No Goal Is More Urgent than Making Sure People Cherish and Respect Their Free Press.** James K. Batten, president, Knight-Ridder Newspapers Inc. Knight-Ridder Newspapers annual meeting, Miami, April 20.
- **Media in the '90s.** A. Roy Megarry, publisher, The Globe and Mail, Toronto. Canadian Media Directors conference, Toronto, March 8.
- **A New Concept in Letterpress Printing.** Arnold L. McDonald, vice president/operations, Cleveland Press. ANPA Symposium on Pressroom Options, Chicago, March 31.
- **The 1980s: What Does the Decade Hold for American Education and NIE?** John H. Haefner, ANPA Foundation educational consultant and professor of social studies, University of Iowa. ANPA Foundation Conference for Newspaper in Education Program Development, Nashville, Tenn., March 26.
- **The Free and Independent Flow of Public Information.** Walter Cronkite, CBS News special correspondent. National Association of Broadcasters annual convention, Dallas, April 7.

• • •

From the America•East Newspaper Production Conference, Hershey, Pa., March 24-26:

- **Electronic Publishing: What's It All About?** John R. Werner, director of research and development, The New York Times.
- **Personnel Evaluation.** Harry Mullen, general manager, Scranton (Pa.) Times.
- **What's New in Pressroom Conversions?** John Perfette, composing room foreman, The Tribune Chronicle, Warren, Ohio.
- **Effective Use of Manpower.** David J. Winkworth, manager, Publishers Bureau of New Jersey.
- **Environmental Regulation Update.** George R. Cashau, ANPA Research Institute coordinator of operations.

ANPA calendar

June

ANPA Press/Bar Relations Committee meeting
Hyatt Regency Minneapolis, June 3

ANPA/American Bar Association Task Force meeting
Hyatt Regency Minneapolis, June 4

ANPA Management Development Workshop
Radisson Hotel, St. Louis, June 7-11

ANPA Production Management Conference
Dallas Convention Center, June 19-23

ANPA Executive Committee meeting
Fairmont Hotel, Dallas, June 21

ANPA Traffic Committee meeting
Dallas Convention Center, June 22

ANPA presstime Advisory Committee meeting
The Newspaper Center, Reston, Va., June 30

July

ANPA/RI Camera Techniques Seminar
ANPA Research Institute, Easton, Pa., July 12-16

ANPA/RI Basic Offset Press and Plate Seminar
ANPA Research Institute, Easton, Pa., July 12-16

ANPA Foundation/Minnesota Literacy Project Writing Seminar
University of Minnesota, July 18-23

August

ANPA/RI Direct Screen Color Separation Seminar
ANPA Research Institute, Easton, Pa., Aug. 2-6

ANPA/RI Management Introduction to New Technology Seminar
ANPA Research Institute, Easton, Pa., Aug. 16-20

ANPA/Newspaper Personnel Relations Association Newspaper Training Conference
Marriott Pavilion, St. Louis, Aug. 24-27

September

ANPA Production Management Conference Arrangements Committee meeting
ANPA Research Institute, Easton, Pa., Sept. 8

ANPA Environmental, Research and Development, Technical Services, and Training committee meetings
ANPA Research Institute, Easton, Pa., Sept. 8-10

ANPA Research and Production Committee meeting
ANPA Research Institute, Easton, Pa., Sept. 10

ANPA/International Newspaper Promotion Association Promotion Managers Workshop
Chicago, Sept. 13-15

ANPA/RI Advanced Offset Press and Plate Seminar
ANPA Research Institute, Easton, Pa., Sept. 13-17

ANPA Executive Committee meeting
The Washington Post Co., Washington, D.C., Sept. 14

ANPA Board of Directors meeting
Capital Hilton Hotel, Washington, D.C., Sept. 15-16

ANPA Press/Bar Relations Committee meeting
International Club, Washington, D.C., Sept. 16

ANPA/ABA Task Force meeting
Capital Hilton Hotel, Washington, D.C., Sept. 17

ANPA/NPRA Personnel Practices, Procedures and Policies Workshop
Colony Square Hotel, Atlanta, Sept. 19-22

ANPA Foundation Newspaper In Education Committee meeting
Sheraton International Conference Center, Reston, Va., Sept. 20-21

ANPA Government Affairs Committee meeting
Capital Hilton Hotel, Washington, D.C., Sept. 21-22

ANPA Training Committee meeting
Reston, Va., Sept. 23

ANPA/RI Camera Techniques Seminar
ANPA Research Institute, Easton, Pa., Sept. 27-Oct. 1

Congressional Information
SRI Acquisitions Service Inc.
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presstime

The Journal of the American Newspaper Publishers Association

July 1982

A2350-2 7/9/82

Report from Dallas

and proofing paper
today beats NAPPrint,
the proof!

ANPA Production Management Conference 1982

chairman's corner

Vitality of newspapers' future displayed at Dallas Conference

Anyone who believes that the future belongs to the electronic media—and believes that newspapers will become the dinosaurs of the new technological age—didn't attend the 54th annual ANPA Production Management Conference in Dallas last month.

William C. Marcil

The thousands of newspaper and equipment-manufacturer representatives who did attend were given an exciting look at the newspaper business—where we are, where we're going and how we're going to get there.

More than 200 exhibitors converged on Texas and turned the Dallas Convention Center into a cornucopia of state-of-the-art newspaper equipment. Everything from color reproduction to electronic cameras to computerized composing, production and circulation systems and equipment were displayed.

General sessions and workshops provided up-to-the-minute information on the latest technology and explored ways participants might use the new equipment and systems to produce a better newspaper.

The entire experience in Dallas was a demonstration of how a healthy, competitive business can take what was once considered a challenge to its very existence and turn it into an asset. Newspaper folks understand that the challenge posed by electronic technology is a positive challenge, not negative. It's opening more doors for newspapers and for information consumers—not closing them.

All one has to do is visit today's newspapers to see that we are a very positive part of this new technological age. Newspapers are using the latest technology and developing innovative systems to provide the public with a better product—both a print-information product and an electronic-information product.

Newspapers and newspaper companies are well positioned to stay in tune with the times in the free enterprise system and in the competitive marketplace. We have a competitive service that the American reader and advertiser want and need. Working together and working with other press associations at the state, regional and national level, we will continue to fill that need.

Newspapers are an information system for *today*; and, judging from the innovation and enthusiasm I witnessed in Dallas, we are an information system for the future, as well!

Bill Marcil

William C. Marcil
Chairman and President

ANPA

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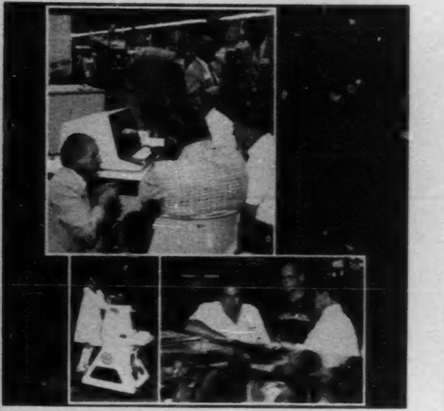
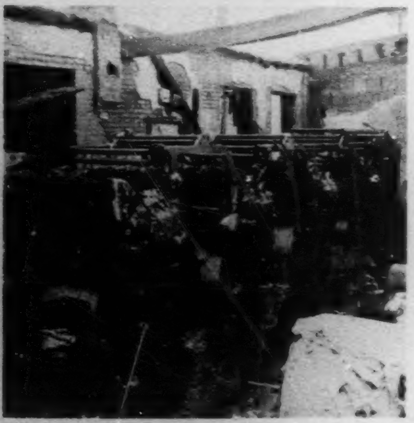
index

presstime Volume 4, Number 7 July 1982



CONFERENCE, p. 4 *(Cover & inside color photos by James M. Snoddy, Margaret Genovese.)*

SEATTLE AGREEMENT, p. 22



FIRES, p. 56

conference report 4
Full report capturing the events of the 54th Annual ANPA Production Management Conference, "Profiles '82: Media in Motion," in Dallas.

regulations 22
Opponents go to court to block newly approved joint operating agreement in Seattle.

courts 24
Panel says press rights could be threatened by bills that would erode federal court authority.

postal affairs 25
Congressional conferees work on Postal Service budget, with rates hanging in the balance.

legislation 26
Several states pass laws improving public access to government records and meetings.

telecommunications 27
Newspaper industry comments on AT&T decree as House committee nears vote on HR 5158.

news-editorial 30
Smaller papers are slower to play up business news partly because of their own economic circumstances.

world press 33
Nicaraguan publisher Chamorro receives Golden Pen of Freedom.

news research 34
New report says diverse newspaper readers can be reduced to just four types.

circulation 35
Some persistent problems create demand for circulation personnel training.

profile 36
Publisher Edward E. Beeler puts technology to the test at Carroll County (Md.) Times.

essay 37
ABA President David R. Brink warns that congressional initiatives threaten basic rights.

education 38
J-schools begin to offer hands-on training in the new electronic technologies.

advertising 40
NAB training programs help papers' personnel hone advertising selling skills.

promotion 43
Newspapers act to help Lincoln, Neb., city parks hurt by the budget crunch.

employee relations 44
Newspapers find that using job descriptions aids in personnel administration.

technology 49
New survey of newspapers projects less spending for buildings and equipment this year.

newsprint 52
Kenaf research may be on the verge of becoming global in scope.

newspaper business 56
About once a month a newspaper's world is shattered by fire; most, not all, rise from the ashes.

transportation 65
Advice offered to newspapers on processing claims for lost or damaged shipments.

Also in this issue

'Shoe' 43
exchange 55
ANPA news 66
speeches inside back cover
ANPA calendar back cover

400
500
500
700
EEText
HARRIS

PROFILES '82

Production Management Conference, Dallas, June 19-23

A workaday Dallas Conference

The setting was cowboy country, with J.R. Ewing's ranch in the vicinity, Belle Starr's saloon nearby and Billy Bob's famous Texas-size bar just up the road in the companion city of Fort Worth.

But except for an occasional booming thunderstorm in the booming city of Dallas, no big bangs were heard during the 54th annual installment of the ANPA Production Management Conference, "Profiles '82: Media in Motion."

The three days of meetings were most noteworthy, perhaps, for their businesslike, workaday tone. Problems explored were as diverse as getting good color reproduction on newsprint and negotiating a lease with a cable television operator. And a lot of questions were answered about how to improve bottom-line performance.

Outside the meeting rooms, in three halls of the big Dallas Convention Center containing an estimated two million pounds of equipment, more than 200 equipment suppliers displayed their newest products. They, too, were diverse—varying from the traditional kinds of equipment that commonly are associated with newspapering, such as presses, to some of the more exotic new technologies newspapers are venturing into.

And despite the absence of a Gutenberg-level big bang in what is billed as the world's largest exhibition of newspaper equipment, there were plenty of improvements on the floor for company representatives to promote and for newspaper representatives to study.

The only thing on the order of a breakthrough concerned the development of a direct-to-plate system. With it, a newspaper can lay out pages electronically in the editorial and advertising departments, push a button and get printing plates without any intervening steps.

Conducted, as it was, against the backdrop of a slumping economy and a tendency by newspapers to cut back on travel and capital spending (see story, p. 49), the Conference experienced a drop in attendance, as had been predicted: 8,704 people registered, compared with last year's record of 14,479.

Conference officials suggested that beyond the economic factors that held down attendance, the figures were skewed by a change in Conference registration procedures.

EXHIBIT ENTRANCE
ANPA
ANPA

For the first time, all non-exhibitors had to pay to enter the exhibit hall; and 3,557 paid the $20 fee that covered entrance to both the exhibits and the sessions.

Previously, there was no admission charge for the exhibit hall but a $40 fee—1,640 people paid it last year—for session attendance.

One result of the procedural change was that far fewer family members visited the equipment exhibition.

But, according to the exhibitors, another result was that those who stopped by the booths were truly interested in the equipment, not "tire kickers."

In general, the exhibitors seemed more satisfied than a year earlier when the Conference was held half a continent away in Atlantic City, N.J.

The exhibitors were so happy, in fact, that at the June 22 drawing for booths at next year's Conference in Las Vegas, Nev., they signed up for about 212,000 square feet of exhibit space. This year's exhibition contained a record of some 215,000 square feet. The old record of 200,100 square feet was set last year.

The size of this year's Conference was contrasted by some newspaper production veterans with the last one held in Dallas. That was in 1956. Just over 1,000 people attended. And the equipment was displayed in a hotel. One of the highlights was a "fast"-casting Linotype machine that was difficult to squeeze into the Hilton. There was no such problem with the modern convention center this year.

For many who went through the main entrance, bedecked with a 134-foot-long orange banner reading "ANPA Production Management Conference," there was a touch of irony in the location. Beside the entrance lies an old cemetery that is the final resting place of some of the city's rawboned pioneers, including its first newspaperman. Inside the hall, newspaper executives and suppliers for the newspaper business were refuting any notion that the industry is dying.

Still, in the opening session, the president of the Dallas Morning News, James M. Moroney Jr., provided a whimsical reminder that no newspaper can expect "to stay ahead of the game" unless it continually strives for excellence. Said Moroney: "Take the advice of Sgt. Preston of the Yukon who is noted for saying, 'The scenery only changes for the lead dog.'" ☐

Floor show

No breakthroughs as enhancements star

By Tom Walker
presstime technical writer

There were no show-stoppers on the floor of the Dallas Convention Center.

For more traditional types of newspaper equipment, enhancements were the stars, such as the unveiling of computer-to-plate printing and of a pagination system capable of accommodating color art.

But the larger story seemed to be the fact that telecommunications equipment—which tiptoed into the exhibition in 1981—was much more prominent this year. There was an air of pragmatism to this futuristic display, too. Instead of the expensive teletext and videotex systems displayed last year, emphasis was on less sophisticated low-power television and cable character-generation equipment.

The number of participating exhibitors was 215, up from 197 at the Atlantic City, N.J., show last year. The exhibit space—which spilled over into three halls—set a record at 215,000 square feet, up from 200,100 last year.

Telecommunications. Mycro-Tek Inc. attracted attention with its Mycro-Vision 7000 character generator for low-power or cable television, shown for the first time to a major newspaper audience. It has no true graphic qualities but provides five character fonts and some symbols.

Video Data Systems demonstrated a package of cameras, monitors and tape-editing equipment for local TV programming. The package included capabilities for scheduling commercials for airing in future time slots. The firm also showed a high-quality graphics component.

Texscan/MSI presented a video package that would allow newspapers to add text to graphics and slides. Also displayed was equipment capable of automatically inserting ads in local slots on national programming services received via satellite.

Computer Video Systems demonstrated equipment that allows a viewer—by using a telephone—to call up material from a cable head-end system connected to a newspaper front-end system. The information is listed in categories, such as news and sports.

Among the other firms offering character-generation equipment were Quanta Corp., BEI and Todd Communications Inc. The Associated Press and United Press International displayed cable news wires.

Motorola Communications and Electronics Inc. displayed a prototype of its cellular radiotelephone system Dyna-Tac. The system, after receiving final approval of the Federal Communications Commission, would use a series of receiving and transmitting stations for new over-the-air telephone communications—for example, between reporters and their desks.

Walter L. Tambini of Staten Island (N.Y.) Advance checks out Motorola cellular radio.

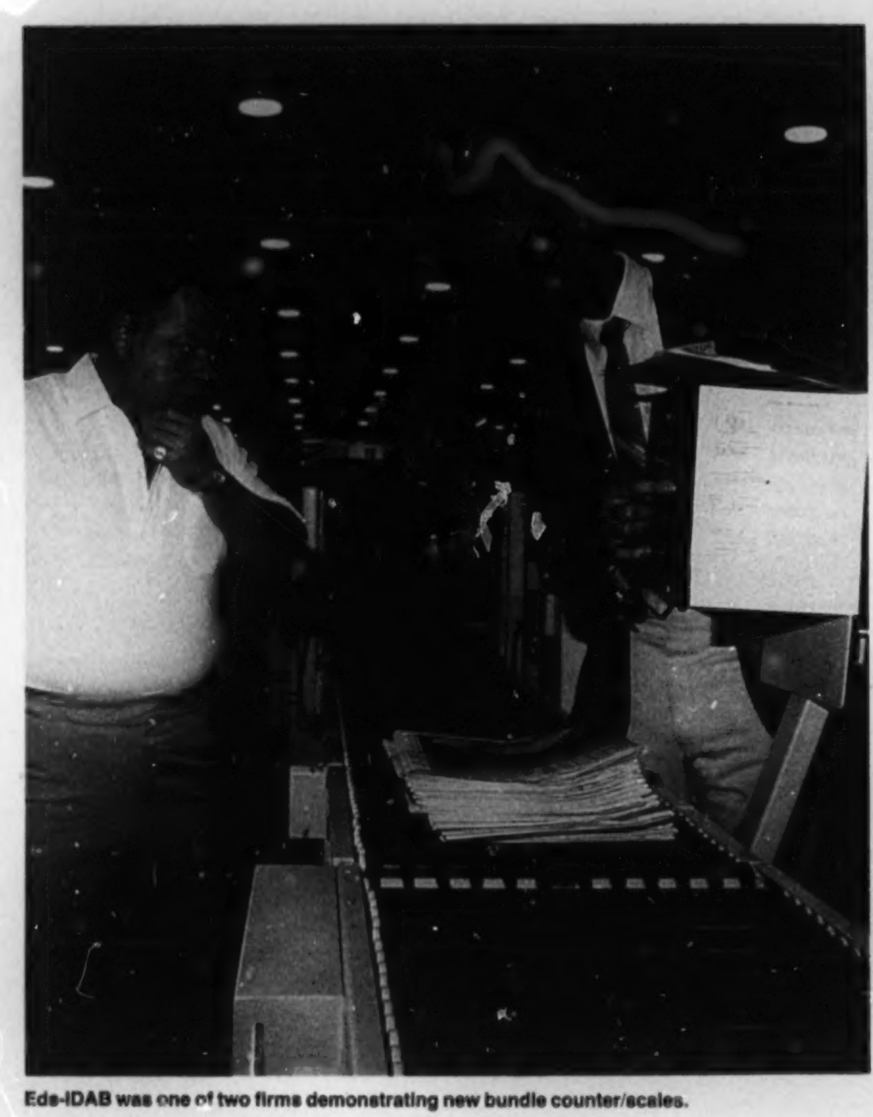
William E. Miller, ANPA/RI software specialist, shows how to use Layout-80.

Pagination. Demonstrations were nearly continuous at the booths of the leading players in the pagination arena—Information International Inc. and Hastech Inc.

The former, known as "triple I," demonstrated InfoColor, a process for computer capture, storage and transmission of color photographs. InfoColor is the latest feature to be added to the company's Newspaper Pagination System. InfoColor requires a newspaper to have a color scanner to produce continuous-tone separations of the four process colors that are then digitized.

Copies of the first newspaper to be fully paginated, including halftones—the Star-News of Pasadena, Calif.—also were on hand (see story, p. 11). The Star-News uses the NPS, which was unveiled at the '81 Conference.

In addition to its PagePro page make-up terminal, AdPro terminal for display advertising makeup and the HS58 publishing system demonstrated at last year's Conference, Hastech this year showed its new



Eds-IDAB was one of two firms demonstrating new bundle counter/scales.

Magician text-editing terminal that features a split-screen function to allow a user to define and display as many as four work segments simultaneously.

The HS52 central processing system also was displayed. The processor has the power to support Hastech terminals as well as the full range of its PagePro pagination modules.

EOCOM Corp., in conjunction with Hastech, demonstrated the first computer-to-plate, laser-imaging system. Its EOCOM Page Image Composing System allows production of full pages—both broadsheet and tabloid—combining text, line art and halftones directly from the newspaper's front-end system to the company's Laserite platemaker.

Computer-to-plate systems could save the typical newspaper between $50,000 and $500,000 per year in personnel and materials costs, according to Hastech and EOCOM. Papers the size of the Los Angeles Times, they said, could save as much as $3 million a year.

It was announced at the show that The Daily Press and The Observer-Dispatch of Utica, N.Y., have purchased the system.

Despite past financial difficulties, Compugraphic Corp. drew crowds all five days with its new page-assembly terminal for tabloid-size pages. Editorial and advertising copy from any Compugraphic front-end system can be made up electronically on the terminal for subsequent typesetting. The system has no graphics capabilities.

Atex Inc. also drew large crowds to its exhibit that included its News Layout pagination system for larger circulation newspapers, the 9000 series. The firm has a mid-range system called the 7000 series and a smaller system, the 5000. The systems have no graphics capabilities but can make up both classified ads and editorial material.

Raytheon Graphic Systems demonstrated its new Raycomp Pageflow software. The package can be adapted to any Raycomp 100D or 100G front-end system. It consists of Newsflow and Classflow, and it allows the operator to rotate graphics on the screen for cropping. Pageflow is compatible with a number of front-end systems, the company said.

The company also demonstrated its Raycomp Command Tablet for the design and make-up of display advertising.

Layout-80™, the ANPA Research Institute's interactive display advertising dummying system [presstime, April 1982, p. 44], also attracted big crowds. A demonstration of the capabilities of ReQueSt-DB, ANPA's teletext classified advertising retrieval system [presstime, April 1982, p. 42], also attracted interest.

Mailroom. The big news in mailroom equipment was two computerized bundle counter/scales that automatically and accurately, according to the manufacturers, can indicate when a bundle is either over or under in count. As a bundle passes the scale, an alarm notes if the bundle has the wrong number of copies.

The scales, both introduced for the first time, were demonstrated by Eds-IDAB and Hall Systems Inc.

Hall's model, the Commander, is in the prototype stage but soon will be on the market. The scale will be marketed in three models—one that can handle eight to 10 bundles per minute, another at 16-18 bundles per minute and a third at about 20 bundles per minute.

Both scales are computerized, but they require manual monitoring to correct miscounted bundles.

The Eds-IDAB model also gives aggregates for the number of bundles that go through the system during a given period and provides a way in which to monitor

Allen S. Cross Jr. (left), production manager of the Dallas Times Herald, examines the K&F Manufacturing Co. Inc. anilox in[illegible] system with K&F representatives.

newsprint usage.

Ovalstrapping Inc. drew attention with its Slip-Torque conveyer with plastic rollers that stop during bundle accumulation to eliminate bottom-paper damage. The conveyors are available with 90-, 60- or 45-degree turns.

Press and pressroom. Two M.A.N.-Roland presses appeared to be popular items. The company displayed the Uniman 4/2 double-width offset press which can be used for full-color printing [presstime, May 1982, p. 46]. The Uniman 2/2, a single-width offset press designed for smaller newspapers, large weeklies and supplement printers, also was shown.

Solna King Corp. for the first time demonstrated its Print King, a web offset press using the "anilox" keyless inking system.

The Print King will be marketed to shopper publishers and to small weeklies. The press is adaptable for two-to-four units and can be stacked. It has a 16-page capacity for either tabloid or broadsheet.

The company also showed its Add-a-Color unit, which is designed to sit atop offset presses for the addition of one color. The color can be added to the top of the web in offset and the bottom of the web in DiLitho® printing.

Harris Corp. attracted attention to its large booth with its NC400, a four-color press that operates with or without dryers. The press was designed to serve the color-insert market. The company also had on display the N900, which is designed for printing supplements with a 21-inch cutoff, such as Sunday magazines.

Semler Industries Inc. introduced two new products, including its Super Vac high-capacity vacuum for ink fountain cleaning, spills or general housekeeping. The vacuum, which is air-powered with no electrical or moving parts, was designed for high viscosity offset inks but also is suitable for letterpress inks.

The company also demonstrated its new Graco ink pump. It pumps offset inks from the original drum to the press or to portable containers. This new product also is air-powered with 2,000 pounds of pressure.

Tokyo Kikai Seisakusho Ltd., the Japanese press manufacturer, was notable for what it did not display. It was expected that the firm would take the wraps off the offset version of the lightweight press unveiled at last year's Conference, but a company spokesman said a lack of adequate field testing prevented the firm from doing so.

Plates and platemaking. Napp Systems Inc. attracted Conference participants by displaying five new products: NAPPlate IV, a new plate; NAPPrint Delta 2700, a new tabletop processor for NAPP photographic paper that can process sheets up to 25 inches wide; NP Series Processors, which the manufacturer says uses up to 75-percent less energy than previous models; Starlite, a cold-light exposure unit with an 80-plate-per-hour capacity; and the Titan III exposure unit, which features four-plate positioning.

Western Lithoplate for the first time showed its Lithoplater 25E, an air-driven, 25-inch plate processor. Earlier models of the Lithoplater 25 are electrically powered.

Tasope presented its new Auto-Printer 1000 automatic exposure system designed for larger metro papers. It can produce 240 exposed plates per hour.

The Master Group introduced four pieces of equipment: a top coater/dryer; automatic two-plate loader that stores up to 1,000 plates; an automatic two-plate bender; and sediment removal tanks. All but the bender were demonstrated.

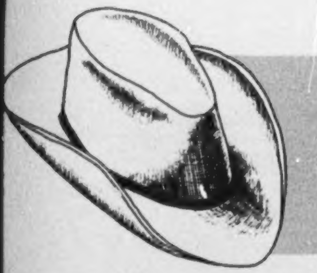
Front-end systems. Systems Integrator Inc. featured its new Coyote VDT that has a split screen on which the user can specify a one-half, one-third or two-thirds' split allowing multiple stories or directories to be displayed side-by-side and scrolled together or independently.

The terminal can scroll at eight different speeds and has 16 "attributes" such as normal or boldface type, italics and an underscore capability. The Coyote has several ergonomic features including large display and palm rests.

Mycro-Tek Inc. demonstrated its MC 500 LCS low-cost computer system designed for weekly and small daily newspapers needing one to seven terminals and on-line output to a typesetter. The same terminal can be used for business and editorial applications.

Awards. Winners in Editor & Publisher magazine's annual awards competition for outstanding exhibits were Harris Corp. for large island booths; Eastman Kodak, small island booths; and Lincoln St. Louis Co., non-island booths.

Judges were Richard D. Blum, The Dallas Morning News; Dr. Howard H. Brown, The New York Times Co.; Thomas R. McCartin, Dallas Times Herald; and Ralph S. Roth, Knight-Ridder Newspapers Inc. and outgoing chairman of the Conference Arrangements Committee. ☐



First session day: June 21

- A call to action by ANPA's chairman
- Pluses and minuses of anilox inking
- Pagination advances are highlighted
- What circulation information systems can do

Marcil urges Conference-goers to work for HR 5158 passage

In an enthusiastic and optimistic opening-session address, ANPA Chairman and President William C. Marcil said the newspaper business is truly "in motion," as the Conference theme stated, and he urged attendees to do something about keeping that motion going forward.

Specifically, he urged Conference-goers to contact their congressional delegations in support of the Telecommunications Act of 1982.

The bill, HR 5158, would prohibit "national AT&T" from offering telecommunications information services (see story, p. 27). Its passage, Marcil said, would mean "diversity will be safeguarded, and an antiquated statute will be brought up to date."

A lot of equipment to allow that diversity was on display in the convention center, Marcil observed. "We are . . . going to plunge again into the relatively new world of electronic publishing with its character generators and teletext and videotex systems," he said.

Marcil addresses opening session.

But telecommunications was not the only story on the exhibit floor, observed the president and publisher of The Forum, Fargo, N.D. He told attendees they could inspect equipment ranging "from presses to pagination; from filmless platemaking to laser graphics; from front-end systems to high-speed typesetting."

To this he added business systems, cameras, scanners, stackers and libraries. "We'll read the new playbook and see if we can figure out the new signals," he said.

Looking back over ANPA's research activity during the past year, Marcil said the Association has been "particularly busy and innovative." He said that innovation was apparent in:

- Continuing progress in the Standard Advertising Unit system. "Already our business and our advertisers are reaping benefits from this great leap forward."
- Increasing numbers of installations of Layout-80^{TM}, the interactive ad-dummying system that has "opened up unexpected innovations, such as standby advertising schedules. . . ."
- Continuing development of the ReQueSt-DB concept of placing classified advertising and news on cable television [presstime, April 1982, p. 42]. "We find ourselves on the threshold of what may become a remarkable achievement for newspapers in the cable-TV, videotex field."

In a report on construction of the new research facility at The Newspaper Center in Reston, Va., Marcil noted that by the time of next year's Conference in Las Vegas, Nev., the building should be completed. "The shakedown should be well under way on a whole new generation of equipment and laboratory instrumentation to serve us."

Noting that some equipment has already been donated [presstime, May 1982, p. 46], the ANPA chairman said he expected many other companies will help equip the new facility "just as they so generously helped us over the years at the Easton plant."

Marcil added that work is proceeding on a project to establish a telecommunications demonstration room at the new facility. Equipment from Dow Jones & Co. Inc., The New York Times Co., CompuServe and Radio Shack already is on hand, he said, and Texscan/MSI has donated a cable television character generator system. "We will continue to pursue our discussions with vendors for additional teletext and videotex equipment," he said.

In the first of three welcoming addresses, Dallas Times Herald Publisher and President Thomas R. McCartin noted that newspapering is thriving in the Dallas-Fort Worth area, "blessed with three excellent metro newspapers and a number of smaller community newspapers."

The president of the newspaper that is McCartin's main competitor, James M. Moroney Jr. of The Dallas Morning News, told Conference-goers in lighthearted fashion that in the ever-changing world of new communications technology, it is important to remember that "Things are more like they are now than they ever have been."

The third welcome was extended by Frank Feuille III, president and general manager of the Newspaper Printing Corp. in El Paso, and president of the Texas Daily Newspaper Association. TDNA cosponsored the Conference with ANPA. ☐

Videotape available

Danish Independent Television produced a videotape of individual exhibits at the Conference.

To obtain a copy of the tape in Betamax II, VHS I or standard U-matic format, contact Danish Independent Television, A/S Forlaget Borsen, Montergade 19, DK-1116 Kobenhavn K, Denmark.

Cost is $249 and can be paid either by check or C.O.D.

Users detail anilox system pros and cons

From left: ANPA Executive Vice President Jerry W. Friedheim, ANPA Chairman and President Marcil, and William E. Seaman, vice president/sales and marketing for M.A.N.-Roland USA Inc., inspect printing quality of the press donated to the Association [presstime, May 1982, p. 46].

Newspaper users of anilox conversion systems brought their stories—both successful and not-so-successful—to two packed sessions of the Printing Processes Symposium.

Arnold McDonald, vice president/operations of the now-defunct Cleveland Press (see story, p. 60), said flexographic printing using the anilox roller developed by the ANPA Research Institute is "a viable and dependable system." He said the process can extend the life of presses and can "save thousands of dollars in capital investment" while improving quality.

Another panelist, Jerry S. DeHimer, put it this way: "Flexographic printing is a reality and will be around for a long time."

DeHimer, director of production at The Providence (R.I.) Journal Co., said that by using slide-in units, "We can print as well as offset" on photopolymer plates using chrome-plated anilox rollers. The Journal is using water-based inks.

But another panelist, W. V. Harwell of the Newspaper Printing Corp. in Nashville, Tenn., said he was having problems with a conversion project, particularly in the area of water-based inks.

"We are currently experiencing ink buildup on the second impression cylinder," said Harwell, director of operations for the agency that prints The Tennessean and the Nashville Banner.

Harwell said he will not heed ink company advice to lengthen web travel distance, but rather, "we will be successful . . . in designing an ink that will work on our standard web leads."

Some remaining problems, such as intolerable recovery times from malfunctions at newspapers without a back-up press, "will be solved with operating experience," Harwell said. Other problems with the process, including ink "starvation," were eliminated by modifications to the ink fountain.

Patrick R. Burns, pressroom superintendent at The Daily News in McKeesport, Pa., said his newspaper converted a 50-year-old Scott press to the DiLitho® process (aluminum offset plates mounted on saddles and equipped with a water-dampening system) in 1977, but that attempts to add anilox rollers have not been entirely successful. "We are still testing, and we are still having problems with ink and water balance," he noted.

One speaker explained how his paper, The Express in Easton, Pa., installed the anilox system using its own personnel [presstime, March 1982, p. 42].

Production Director John R. Rodney said that The Express had eliminated excessive misting problems using the roller; that the system is easy to operate and maintain; that it saves energy; and that it has the potential—through the use of water-based inks—for quality printing approaching that of the offset process. ☐

Different perspectives presented on insert flight from newspapers

The flight of advertising inserts from newspapers into the mail was addressed from several perspectives at the Circulation and Marketing Information Systems Symposium—from the points of view of an advertiser who uses the mail, a company involved in direct mail and a newspaper that has created its own direct-mail program for nonsubscribers.

Attendees also got a rundown of the computerized circulation information systems available to help them develop a direct-mail program at their newspapers as well as to help them better manage circulation.

Michael W. Moors, western regional advertising manager for K mart Corp., who addressed a session at the ANPA Convention in April, discussed "marriage mail"—a service in which two or more advertisers mail their circulars as one unit.

Moors said the advantages of marriage mail to advertisers like K mart, who want to reach as many households as possible within a marketing area, are that it:

- Provides complete market coverage without the duplication arising from placing inserts in newspapers whose circulation areas overlap
- Imparts an air of urgency to sales circulars
- Is well-accepted by consumers
- Is cost efficient.

However, he added, marriage mail also has a negative side:

- The advertiser loses control of the delivery date of the sale circular.
- There can be delivery gaps if the mailing firm does not continually update addresses.
- The bulk of the circulars has to be limited so as to avoid a penalty charge for

Pagination: this year, an even hotter topic

Full-page electronic makeup hasn't been around that long—less than two years, in fact—but pagination has become a fixture of the Conference program.

And again this year, pioneers in the field provided an update in a session that also covered front-end systems and electronic libraries.

Joseph M. Ungaro, whose Westchester Rockland (N.Y.) Newspapers Inc. began the pagination process a year and a half ago, told the Editorial/Newsroom Symposium that more than 100,000 pages have been produced with 28 Hastech PagePro terminals. (See Ungaro's remarks, p. 12.)

Howard Collins, editorial director of the Star-News of Pasadena, Calif., said the Information International Inc. system that was activated there Jan. 1 was used for every page June 14 with the exception of two full-page camera-ready ads. Copies of that edition were available at the exhibit hall booth of the vendor, also known as "triple I."

With five terminals now in use in the Star-News' newsroom and three others in the advertising department, Collins emphasized that triple I's Newspaper Pagination System gives the news department "greater control of the news and editorial appearance of the newspaper. And that element of control can be a very positive part of the editor's psyche."

He also reported that the NPS:

- Has not caused the newspaper to make major changes in desk operations or in overall design
- Does not compromise journalistic standards, encroach on an editor's news decisions or "make computer operators out of editors"
- Has provided "major gains on deadline time"—more than an hour on picture deadlines and almost a half-hour on text deadlines.

Unlike the Hastech system when it was first installed at Gannett Co. Inc.'s Westchester Rockland plant, the NPS has been used at the Star-News, a Knight-Ridder newspaper, from the outset to digitize halftones and other black-and-white art.

And in Dallas, triple I announced development of an enhancement called "Info-Color" for including color art on a paginated page. Collins said he anticipates "significant gains" in deadlines in this area, too.

Other advantages he cited were ease in making over pages, precision makeup, and cost savings in labor and materials. "Pagination systems—at least the one we have—will help us reduce publishing costs," Collins said. "The revenue pie is only so big, and I am willing to help reduce the size of the production department's slice so my newsroom can have a bigger piece."

A representative of another player in the pagination arena, Bruce Adomeit of the Minneapolis Star and Tribune, provided the third report from the field, featuring the News Layout system developed with Atex Inc. The newsroom technical coordinator said the paper has produced more than 500 pages—"complete with jumps, boxes, tabular matter and charts"—and the system is working "darn well."

Using two layout terminals, editors dummy live pages and establish typesetting formats for every story to go on those pages. Then, using the editorial front-end system, they write headlines and cutlines and fit copy to fill the layout. Five minutes after the "output" key is hit, a composed page ready for platemaking emerges.

Adomeit said he hopes that within a year, the Minneapolis daily will be handling

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overweight groupings.

- The marriage between three or four advertisers is not easy to arrange and may dissolve, leaving the survivors to shoulder larger-than-expected costs.
- The advertiser has no control over postal rates.

"In our opinion, the viable solution to total marriage mail is what has become known as newspaper TMC, or total market coverage," Moore said. He defined a newspaper TMC as a "newspaper-generated direct mail program" that delivers advertising to all nonsubscribers in the newspaper's marketing area.

Another symposium speaker represented a company that is in the direct-mail business and also publishes newspapers. Charles H. Everill, senior vice president/marketing of Harte-Hanks Communications Inc., said his company has mailing lists that reach 30 million households and has access to other lists that comprise 90 percent of the U.S. market.

Everill said that as a company offering alternate delivery, Harte-Hanks perceives advertisers' needs to be lower costs; an easier way of handling centralized advertising decisions; targeting based on geography, demographics or both; better quality printing; and different services for different advertisers (e.g., saturation for one, targeting for another).

Symposium chairman James W. Hopson explained how a computer-supported circulation information system enabled the Harte-Hanks newspapers in Corpus Christi, Texas, to establish a TMC mail program.

Hopson, now publisher of The Middlesex News in Framingham, Mass., was general manager of the Corpus Christi Caller (morning, circulation 63,831) and Times (evening, 24,075) until June 1.

Prior to installation of the circulation system, a zoned TMC product was inserted into the morning paper on Thursdays. Carriers also were paid to deliver the product to nonsubscriber households. But, according to Hobson, "most of the carriers kept the money and threw the bundles in the trash."

The circulation system was installed, and for the past two months the company has mailed the TMC product to its nonsubscribers.

John A. Neighbors, corporate data processing manager of McClatchy Newspapers, analyzed 11 circulation systems and said all of them meet the basic requirements of the circulation department for such things as paid-in-advance, pay-by-mail and labeling; most also can support mail TMC programs; and some are even more sophisticated and can provide such things as demographic targeting.

In choosing a circulation information system, a newspaper should consider its response time and its ability to handle future demographic and marketing assignments, as well as the design of the data base. Other considerations are the cooperation from the vendor and—most importantly, Neighbors said—whether the vendor has a good record of service.

all of its news content on the electronic layout system.

Edward Baron, production systems specialist for Gannett, ended the pagination program segment by noting the announcement during the Conference that The Daily Press and The Observer-Dispatch of Utica, N.Y., have signed an agreement in principle with Hastech and EOCOM Corp. for the first direct-to-plate pagination system. Citing earlier predictions that this achievement would not come until mid-decade, Baron remarked: "Either we will be doing it sooner than expected, or we may be in the aluminum siding business."

Front-end systems. In the discussion on electronic editing, Baron predicted that as front-end systems get more sophisticated, publishers will take a hard look at possible staff cutbacks in the newsroom similar to those made in other departments.

"I have no reason to believe that the newsroom will be exempt," he said. "The bigger the newspaper is, the more those opportunities are going to present themselves."

Baron explained that as a result of editing terminals that compute sports standings and systems that check for syntax and spelling, managers controlling purse strings will ask, "'Do you really need that extra sports copy clerk?'" or "'Do you really need all those copy editors to clean up all those spelling errors that now aren't there any more?'"

Despite those warnings, however, the main thrust of Baron's presentation concerned the difficulty in persuading management to spend the money when editorial computer systems need replacement or upgrading. He said the biggest problem is "how to answer the most impossible question of all: 'You're getting the paper out with the old system, aren't you?'"

Some worthy justifications, Baron continued, include competitive factors, newspaper growth, format and design changes, and tax breaks.

John E. Leard, recently retired executive editor and vice president of Richmond (Va.) Newspapers Inc., stressed the importance of designating at least one newsroom hand and one technician to "learn the vast capabilities of any system planned or installed."

Electronic libraries. In the symposium segment on modern newspaper libraries, the most emphatic message was that with new technology, the library is even more an extension of the newsroom.

Michele Kapecky, chief librarian for the Detroit Free Press, said the electronic system recently installed there will reinforce the library's role "as an integral and essential part of the daily news gathering process."

The system at the Free Press and at other Knight-Ridder Newspapers is that of QL Systems Ltd., a Canadian firm.

Operational at her paper since early May, it receives the text of each day's paper electronically. Library staff members then reconcile each story line-by-line with what appeared in print, add headlines, pick

Pagination pioneer fields often-asked questions

By Joseph M. Ungaro

It is now approaching 18 months since the Westchester Rockland Newspapers' Hastech PagePro system produced its first live page.

In that period, we have experienced very few traumas with either the equipment or the editors. Today we can hardly recall how we handled so many pages with paste-up.

Based on more than 100,000 pages (more than 2,000 a week) and almost as many visitors, let me quickly tell you the 10 most-asked questions.

Q. *Does it take more editors under pagination?*

A. Our experience is that it does not. Some pages do take longer to create on the terminals. This is generally true with page one and open section-front pages.

But there is a substantial saving of time in the composing room for editors. They no longer stand over the compositor adjusting and changing the layout to make it fit.

On many inside pages with not very much newshole, the process is clearly much faster. The editor moves in a story and knows precisely how much has to be trimmed or what size story is needed to fill the hole that is left.

Q. *Do we gain or lose time in the newsroom?*

A. This is really a standoff. We gain time in the sense that there is really only one deadline left to cope with—the composing room close for the last page. And we gain time in the ability to make over pages much faster.

But there is no gain in the sense that the total amount of work to be done still requires a very orderly flow; you can't make up the entire newspaper in the last hour.

Q. *How much time does it take to train editors?*

A. It takes at least double and in some cases triple the amount of time to teach an editor pagination as compared with teaching him or her the use of a front-end system.

Our general pattern is up to four two-hour training sessions, followed by one to two weeks of use of the system with an instructor nearby. Generally, by the end of six months, the functions become as second nature as most editors now find operating a front-end system.

Q. *Do editors lose creativity?*

A. The answer clearly is no. In fact, the danger is that the equipment allows for too much creativity. We found that we need a detailed typographical stylebook and are in the process of writing one, because the system has so much flexibility that if the individual editors are allowed to do their thing, the paper could look like six different newspapers.

We are solving the problem of creativity versus consistency in look by adopting a great many formats.

Q. *Will pagination mean a change in our desk structure?*

A. It may. We have department desks—sports, lifestyles, business, news—and we have found that one senior news editor for every four news desk people is a reasonable amount of supervision.

The news desk, under pagination, becomes the center of quality control, and the slot person—or as we call them, senior news editors—must be given a reasonable load to supervise or you will lose quality

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Ungaro is vice president and executive editor of Westchester Rockland Newspapers Inc., White Plains, N.Y. He made this presentation before the Editorial/Newsroom Symposium.

out key words and make other enhancements to facilitate the "free text search" process.

With four search terminals in the library, the Free Press intends to expand the network to other locations in the building "as budget allows," Kapecky said.

Unlike the Free Press system, the one at the Oklahoma City (Okla.) Times is tied directly to the editorial front-end system. Reporters can call up stories from the library data base on the writing/editing terminals at their desks.

Assistant Managing Editor Robert Farquhar said up to four reporters may do so at a time. He added that this capability will grow to 30 to 35 simultaneous users by this fall, "whether they be in the newsroom, in the library itself, in a bureau or on the road."

The Oklahoma City system was designed by Battelle Memorial Research Labs of Columbus, Ohio. The system runs on a Digital Equipment Corp. Vax 11/780 computer. ☐

Copies of the first fully paginated newspaper were shown and distributed by "triple I."

control. For example, a universal slot handling eight or nine editors would create problems, in my opinion. Either the slot would become a bottleneck or the slot person would not have enough time to provide quality control.

Q. *What are the principal advantages?*

A. One, it gives the newsroom far greater control of the total look and production of the paper. If we don't make deadlines, it is not the composing room's fault. If the pages don't come out as attractively as they should, we can't blame a compositor.

Two, we return the papers to the typographical standards of the hot-metal days. Lines of type square off. Leading is even. Gutters are consistent. There are no wavy lines or rules.

Three, we use our space more effectively. Every inch of space is filled, and there is very little leading. One of the most interesting byproducts which has pleased reporters is that when a story is too long, the editors don't automatically cut from the bottom. The first thing they do now is look for widow lines, then for excess words in paragraphs and trim those. It makes for a much more tightly edited paper.

Q. *What are the principal disadvantages?*

A. There are three areas that will cost us more money.

First, training. It clearly takes more time to train an editor and more time before that editor can become proficient.

Second, when you are short of people on the desk, you can't just assign anyone to fill in. It is not possible to do the job periodically and remain proficient. The desk staff has to include built-in editors for illnesses, vacations, etc.

Third, trying out a new editor on the desk for a week is a problem. There is not enough time to determine if he or she is really a good editor because so much time is taken up by explaining the technical skills. So we have decided not to try to test potential editors on the pagination system; rather, we just see if they are skilled in handling copy.

Q. *How has the equipment functioned under constant use?*

A. At first, we built into the program a protection so that every time a major error was made by an editor, the system would shut down automatically. We did this to avoid damaging the system. These stops took minutes to undo and were a major safeguard when we were in uncharted waters.

Overall, I now give the equipment a B+ for performance and reliability. We still have several bugs that crop up, but except for one period after a power surge, we have not had many problems.

One advantage to the cluster concept is considerable backup. The power surge damaged only one of our six clusters, and we were able to move the editors to another cluster and still function. But it took several days before the system was functioning 100 percent.

Q. *What is the impact on the composing room?*

A. It is mighty lonely there now. Twenty-one compositors were lost through attrition last year; 16 more have left so far this year, with another 10 more to go later this year. The equipment will clearly pay for itself in about two years and three months.

Q. *What's next?*

A. The next key piece of equipment is a combination typesetter/laser platemaker that can take signals directly from the computer and etch the plate. Once this piece is in place, the economic justification for a system that integrates graphics will be very, very big.

Not only will there be a substantial savings in people; there will be very large savings in materials and a gain of at least 20 minutes in deadline time.

There will be only one deadline for the newsroom—the last plate to the pressroom.

Second session day: June 22

- Getting a good fit for standard ad sizes
- A report on how VDTs affect operators
- Tips on how to brighten up pages with color
- An abundance of thrifty editorial systems

Pricing, billing still problems for ads placed in SAU sizes

As the newspaper business' working committee continues to study further standardization of newspaper advertising formats, some "glitches" remain in the Standard Advertising Unit system, an advertising agency executive told the General Session.

The complaints by Thomas A. Reddy, vice president-newspaper services for William Esty Co. Inc., had been heard before. They have to do with the pricing and billing of ads placed as SAUs, not with any difficulty in the production of ads in SAU sizes.

Essentially the SAU system is a set of standard sizes for national advertising that newspapers agreed voluntarily to adopt starting last September.

To correct the pricing and billing problems while the working committee continues its tasks, Reddy suggested that newspapers sell space by "units" rather than lines. Under his proposal, a unit would be defined as one inch deep and two and 1/16th inches wide.

In making the proposal, Reddy said he was "speaking only for myself" and gave credit for the suggestion to "various newspaper people who have long been laboring very hard to make newspapers easier to use."

Reddy's suggestion joins other pricing proposals, including one that would have SAU space sold by the square inch.

Walter E. Mattson, chairman of the working committee, said arriving at a unit of measurement that will be "unambiguous and understood by all" is one of his committee's goals.

The committee's other objectives are a series of ad sizes (Newspaper Advertising Units) that will meet the needs of all advertisers and will fit perfectly in all newspapers without float, modularity in those sizes, and standardized rate cards and invoices.

Mattson, president of The New York Times Co., said the committee reported to the ANPA Board of Directors in April that the goals could be reached only if all broadsheet newspapers adopted the same advertising format and printed on a page of approximately the same width. (The tentative proposal is a six-column format and a 13-inch page width.)

The committee also said that a modular system for 22 3/4-inch cutoff newspapers would not meet the needs of the longer 23 9/16-inch cutoff papers or tabloids. The ANPA Board gave the go-ahead for further study [presstime, June 1982, p. 29].

Mattson said working committee subcommittees have been formed to deal with the situation. ☐

Mattson (left) and Reddy exchange SAU views following session.

Use of VDTs has psychosocial side, NYT physician says

Electromagnetic radiation from VDTs is not a health problem.

Eyestrain, headaches, neck and shoulder pains and lower back problems can be alleviated with proper work-place design.

But psychological and social effects of working at a VDT are "multifaceted and complex and are difficult to analyze and to provide solutions." They require more study and development.

Those are the views of Dr. Howard R. Brown, medical director of The New York Times Co. and chairman of the ANPA Environmental Committee, who told the General Session the psychosocial aspects of VDT work "transcend the work place and the employer-employee relationship."

He said they also can involve the impact of government regulation, legislation and taxing policies "which tend to accelerate the electronic revolution." Such policies provide incentives to eliminate hazardous work places, he said, but "they may temporarily eliminate jobs through automation and robotics."

He said as many as 30 percent of workers may suffer from "cyberphobia," or fear of computers. "The symptoms are similar to other stress response" and abate when an individual is removed from the VDT.

The government does not now plan to issue standards on VDT use, he said, but more and better research has been sought by the scientific community. ☐

Some patterns being picked up in use of SAUs

The current level of use of the SAU system, the desire of advertising agencies for "one last step" in newspaper ad format standardization and achieving the best "fit" for SAU ads within present formats were main topics at the Standard Advertising Unit System Clinic.

In the clinic, which followed the General Session presentation on SAUs, the following results were disclosed of a survey circulated in June among 200 newspapers concerning their national/general advertising:

- Of newspapers with less than 20,000 circulation, half reported 20 to 40 percent of their national/general ads were coming in SAU sizes; the other half reported 40-60 percent.
- Of those between 20,000 and 50,000, no clear pattern emerged, with SAU usage ranging from less than 20 percent to 60-80 percent.
- Of those between 50,000 and 100,000, "a higher trend line" was found in the 40-60 percent level, while a number of newspapers reported 60-80 percent.
- Of those between 100,000 and 200,000, SAU usage was split between 20-40 percent and 40-60 percent.
- Of those greater than 200,000, none reported SAU usage of less than 20 percent, and newspapers in four cities—Washington, D.C., Pittsburgh, Nashville, Tenn., and St. Paul, Minn.—reported 80-100 percent of their ads were coming in SAU sizes.

Asked what percentage of their retail and classified display ads are being received in SAU sizes, all newspapers responding to the survey said less than 20 percent.

And more than 80 percent said they "floated" (left white space around) SAU ads that measured 4½ and 7½ columns wide.

The survey was conducted by the International Newspaper Advertising and Marketing Executives. Results were reported by John A. Wolf, chairman of INAME's Advertising Agency Relations Committee.

Wolf, senior vice president of the Dallas Times Herald, said the survey also revealed that the principal volume of national ads is coming from the transportation, beverage, food and tobacco classifications. He said INAME intends to repeat the survey next year.

His opposite number among advertising agencies—Terry P. MacDonald, chairman of the Newspaper Committee of the American Association of Advertising Agencies—voiced some of the reservations agencies still have about SAUs.

But she said that "with one more step," newspapers can solve agencies' main reservation—the one relating to format measurement.

MacDonald, senior vice president/director of communication development at Young & Rubicam Inc., said what is needed is "a standard format in the width measurements at all tabloid and broadsheet newspapers which, in turn, will provide one simple, efficient way to buy and sell space."

Frank J. Stanczak, production engineer at the ANPA Research Institute and a member of the newspaper business working committee that devised the SAU system, agreed with McDonald that "an ideal situation would exist . . . if all presses had a standard cutoff and a standard web width, with each page divided into a standard number of columns."

However, he continued, newspapers have never had a uniform cutoff, the once-ubiquitous eight-column page has given way to multiple formats, and page widths also vary widely.

Stanczak explained how newspapers of varying formats currently can achieve the best fit with the SAU system.

Clinic chairman Jacques A. Caldwell, executive consultant to Scripps-Howard Newspapers, reviewed the history of SAUs and the progress the working committee is making toward more standardization. ☐

Electronic camera has a long way to go

An Eastman Kodak Co. official said at the General Session segment on electronic cameras that "formidable" research and development must be done before the devices produce images comparable to those of conventional chemical processes.

Harold G. Buell

John L. Simonds, assistant director of the Physics Division of Kodak Research Laboratories, said one of the problems is that in electronics—"just as in chemical imaging—when we try to improve one performance attribute, we generally find that other equally important features suffer degradations. Loosely translated, 'There's no free lunch.' "

For example, improving sharpness in electronic camera designs that have been developed so far requires using smaller and many more sensing elements to record a picture. However, reducing those pieces of image area diminishes quality of each element.

Simonds said such obstacles can be overcome. But he predicted that the initial role of electronic photography will not be as a "replacement technology," but rather as a supplement to more traditional approaches.

Simonds said Kodak, which recently announced development of an electronic camera for industrial uses, will "play a substantial role" in development of chemical-and-electronic "hybrid" systems. Eventually, he said, "when electronic image capture reaches a suitable maturity for your (newspaper) applications, we expect to be there with what's required."

Sony Corp. in August 1981 demonstrated its Mavica electronic camera [presstime, Feb. 1982, p. 20]. Harold G. Buell, assistant general manager/news photos of the Associated Press, told the session that the Mavica records images on a frame consisting of about 300,000 bits, or separate elements.

Buell said the frame needs about 2.25 million bits to produce pictures comparable to existing technology.

He, too, was confident that a satisfactory camera will be developed. Buell envisions a system in which photographers could shoot pictures and—still in the field—review them instantly on a small, portable screen before transmitting them to the office.

People are the key to printing high quality newspaper color

Four newspaper representatives explained the processes they use to print top-quality ROP color in two "how-we-do-it" ROP Color Workshop sessions, and most of them agreed that the basic ingredient is people.

Workshop moderator Harry Templar, supervisor of technical services for the Canadian Daily Newspaper Publishers Association, set the tone when he said color is an inducement to advertisers "as well as a source of pride."

And panelist E. G. Mills said, "The first ingredient in producing (high) quality color is a total effort from all departments involved."

Mills, pressroom manager at the St. Petersburg (Fla.) Times and Evening Independent, outlined the procedures his pressroom follows when printing color. They include:

- Preventive and regular maintenance and clean-up of cylinders, rollers, blankets, etc.
- Monitoring and testing of inks, fountain solutions, newsprint, blankets and rollers.

Similarly, The London (Ontario) Free Press developed a "five Cs concept to color reproduction"—commitment, cooperation, communication, control and consideration of employees, Production Manager Ian M. Pittendreigh said.

"Ultimately, the creative photographer, the color technician and the pressman, along with the layout people—whether artists or editors—have to work together as a team," he said. Suppliers of materials should be added to that list, he said.

Peter J. Dodds outlined what kind of color art works best at The Toronto Star, where he is assistant production manager.

Dodds said the initial choice of what art to use rests with the news department for editorial matter or with the advertiser for ad copy. "The value of the picture must, in most cases, rest solely on the news or feature value of the picture. A photograph should never be used just because it's color."

The color photo should have a strong focal point and contain bright colors, he said. It should be large, and the number on a page should be limited. "One is always best, two acceptable, but generally more than two fight for attention," he said.

Dodds advised against using color pictures next to black and white pictures, and when color is used on a section page, "make sure that at least two-thirds of the picture is above the fold."

Another panelist described the single-screen color technique used at the Rome (Ga.) News-Tribune.

Burgett H. Mooney III, general manager and purchasing agent, said the single-screen process produces easier stripping and makes darkroom work more efficient. "With only one screen to work with, there is less room for error because of the wrong screen in the wrong sequence," he added.

"One of the biggest problems of the (single-screen) method is color shift when you get into fine line screens, say above 100 lines (per inch)," Mooney said. But because most newspapers' work is in the 85- to 90-line-screen area, the problem of color shift is not prevalent.

Mooney said two of the most important things to remember when dealing with color are "what you are printing on—newsprint—and what you expect out of a high-speed press. You cannot expect more than these variables can give you, but there may be ways to get more out of them than you expect." ☐

Problem with 'thrifty' editing systems is deciding which to buy

Virtually any newspaper no matter how small can save time and money using an electronic editing system, panelists of the Thrifty Electronic Editing Systems Workshop said. In fact, the biggest problem is not finding one that is affordable but deciding which system to buy.

"Trying to choose a system is just like being in a candy store," said Thomas E. White, production manager of the Kentucky New Era of Hopkinsville, Ky. (evening, 15,214). "You have to decide how many bells and whistles you want to purchase and what will work best for your money."

White explained why his newspaper chose a Compugraphic One; Ken Hood Jr., assistant general manager and executive editor of the Greeneville (Tenn.) Sun (evening, 14,157), discussed his paper's Mycro-Tek; and Mark J. Easton, vice president of Herald Press Inc. in Lake Worth, Fla., which publishes the Herald and Coastal Observer (weekly, 33,803), told of the virtues of his Harris Microstor.

The Kentucky paper went with Compugraphic two and a half years ago after a committee of newspaper employees visited several manufacturers and compared notes. White said they wanted a system with the ability to take on added features such as a business-side use, a program and keyboard that were easy to use, a good classified advertising setup, and a hard platter instead of a floppy disk.

The Compugraphic One met those criteria, White said, and he observed that Compugraphic offers many more features on its newer systems, demonstrating how quickly technology can date hardware. For that reason, he noted sardonically, "I'm not sure any of them (editorial systems) are really *thrifty*."

The Greeneville daily started off small with its Mycro-Tek system. Its original order included one video display terminal for wire copy, one for classifieds, one for circulation and two floppy disk drives.

Now, Hood said, the paper has 18 terminals with color-coded keyboards to help new staff members learn to use the machines, hard storage disks with greater capacity, an advertising terminal on which the newspaper composes more than half of its display ads, an optical character reader, two typesetters on line and a hard-copy printer.

The Lake Worth system has six Harris VDTs with "programmable keys," allowing the newspaper to program functions without having to buy new computer chips or other equipment, Easton explained. Three of the terminals are in the newsroom, three in the composing room.

Easton said the system saves so much time his company has been able to take on outside jobs. Herald Press Inc. now composes and prints three weeklies and eight monthly publications. ☐

Third session day: June 23

- A wake for printing?
- Electronic publishers tell how
- Seeking solutions to mailroom problems
- How display ad systems can help

Lively debate sparks session on the outlook for newspapers

Newspaper people attending the General Session on "The Wiring of America: Should We be Holding a Wake for Printing?" came away from it relieved but not unchallenged.

Leo Bogart, executive vice president and general manager of the Newspaper Advertising Bureau, dismissed the question at the outset. He said it "answers itself for anyone who walks around the exhibit areas of this great convention, for anyone aware of the three quarters of a billion dollar investment that newspapers are making each year to upgrade their production capacities."

"The real question before us," he contended, "is not whether newspapers will survive prosperously into the 21st century and beyond, but rather what kinds of newspapers they will be."

Bogart noted the trend toward specialization in radio and magazines. He predicted television audiences are "headed for fractionation."

Although he admitted that "a lot of smart people" think daily newspapers are "destined to lose their traditional function as a mass medium and narrow their audience to an elite," he rejected the idea.

However, he said that "the trend toward target marketing is irresistible, and newspapers will have to adapt themselves to it" by developing computerized circulation systems with subscriber/nonsubscriber information to give advertisers the flexibility to extend or pinpoint their coverage.

While Bogart called conditions favorable for newspapers to regain lost readership, another speaker at the session, an activist in the new technology arena, maintained that conditions also are good for electronic publishing.

"It's become quite fashionable to make fun of electronic publishing as unsuccessful and not profit producing," said Ben B. Smylie, vice president/information products for KEYCOM Electronic Publishing. But he said a recent trip to Great Britain showed him that teletext, one of the new electronic publishing technologies, has "caught on" there.

In the United States, he pointed out, most cable television franchises "include provisions for teletext service, if not the absolute promise of teletext service."

Among the other factors he mentioned as favoring electronic publishing was the growth in personal computers which can be used for two-way videotex services. Smylie's company, a joint venture between Field Enterprises Inc., publisher of the Chicago Sun-Times, Centel Corp. and Honeywell Inc., is involved in teletext and videotex [presstime, June 1982, p. 17].

Although he believes the teletext and videotex industries will be "slow to evolve," Smylie said that when they do, people will begin to use them to obtain information such as sports scores and financial news.

He also believes that no one can play the new communications game better than newspapers but warned that "anyone can play . . . anyone can set up a cable text system, anyone can set up a teletext system, anyone, including the phone company, can set up a videotex system."

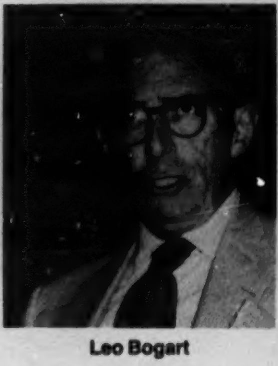
Appearing as a rousing counterpoint to Smylie's talk was Robert Haiman, executive editor of the St. Petersburg (Fla.) Times.

Although he acknowledged that not all newspapers will be "winners" in the future, there is still time to make changes at newspapers that don't now measure up. Haiman recommended that newspapers:

- "Make it easier to buy space."
- "Create splits and zones which are demographic and psychographic as well as geographic."
- "Have more sections for flexibility and efficiency."
- "Concentrate more on local news and on making foreign news and national news more relevant to local readers."
- "Help readers cope, rather than just overwhelm them with the size of the problem."
- "Look for success stories (to write about), as well as unsolved problems and failures."
- "Print both the news and the advertising content of our papers with much greater quality and fidelity and sharpness."
- Know more about the circulation area and how to increase penetration in it.

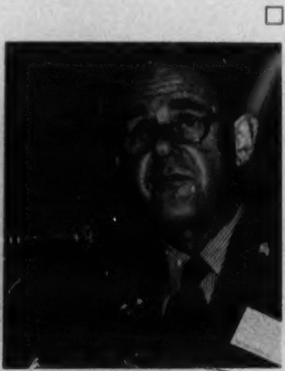
"We can do all that," he said, "if you and I will only once again demand excellence of our staffs, our colleagues and ourselves, and then we will have nothing to fear from the electronic world of Mr. Smylie.

"If we do not, then we shall surely be losers, and we will have an opportunity to read all about it in an electronic newspaper." As Haiman concluded his talk with those words, in the background a slide was projected of a computer screen carrying a story about the death of the last newspaper. ☐



Leo Bogart

Ben B. Smylie



Robert Haiman

Electronic publishers describe how they do it

The Electronic Publishing Update Workshop had so much ground to cover that, unlike the other workshops, its second session featured new speakers rather than repeaters from the first one.

In the first session, telecommunications consultant Ralph Lee Smith said the cable television industry is "having great difficulty in figuring out where it is going," particularly with regard to nonentertainment services.

"The general dream of the cable operator was, of course, to deliver Home Box Office and go to the bank every Friday," said Smith, vice president/policy and planning studies of The Bertman Group Inc.

"Unfortunately, life is not turning out this way" in major urban areas where cable systems with up to 100 channels are about to be introduced, he said. Cable is evolving from an entertainment medium to one that is much more than that—an information provider, for example.

A publisher who has launched a cable news and advertising service said his newspaper had negotiated a long-term lease with its local cable company because it, like the cable industry, didn't know where cable television was going.

"We still don't know where it is going," added Lee Porter, publisher of The Shawnee (Okla.) News-Star. "What we do know is that wherever it goes in Shawnee for the next 13 years, we're going to be the owners of it."

Porter said negotiating a lease with a cable system has become harder in the past year and a half (see story, p. 29). In that time, he successfully negotiated a contract with one other cable operator but had another agreement fall apart because an attorney for the operator feared the arrangement would make the cable operator a common carrier.

In negotiating the Shawnee lease, the newspaper agreed to pay the cable operator 10 cents per subscriber per month for the first five years, increasing to 15 cents in the following five years and 20 cents the final three. Half of that is to be paid in the form of advertising in the newspaper.

Now, he said, some cable operators are seeking a percentage of gross receipts or, in joint ventures, a share of net revenues.

The Shawnee newspaper's channel, which was shown via videotape, has fixed costs of about $2,000 a month, requires only one person to operate and is making money, Porter said.

Currently, the newspaper is considering upgrading the channel from text to full video and also is talking with the cable system owner about selling advertising in the local-availability slots of Cable News Network and ESPN, the cable sports network.

The second session turned from cable television to teletext and videotex.

Three electronic publishers described their ventures.

Doing double-duty, Ben B. Smylie—a speaker at the earlier General Session—described the NITE-OWL teletext service of KEYCOM Electronic Publishing, where he is vice president/information products.

Kaj Spencer, publisher of The Advertiser-Tribune in Tiffen, Ohio, reported on the telephone-based videotex system that his newspaper launched in February using Tandy Corp. equipment.

Spencer said the service was not an electronic newspaper but rather was what he called an "instant information service." About 50 percent of the information in the service's data base is not found in the newspaper.

The service, which carries advertising, is available 24 hours a day to owners of Radio Shack terminals and personal computers for $6 a month. It is now being promoted to farmers, businessmen and computer hobbyists.

Carl M. Valenti, vice president/information services for Dow Jones & Co. Inc., concluded the workshop with a briefing on the Dow Jones News/Retrieval Service.

The service is available to owners of personal computers and other terminal devices over both telephone and two-way cable television. It has more than 44,000 subscribers, a number that is expected to exceed 250,000 in 1985-86, he said. □

'Home computers' have many uses in office settings

Personal computers are often called "home computers," but it was clear from three presentations at the General Session that they have office applications, too.

One is rather commonplace: adapting a computer such as the Apple II to newsroom use. Production Director Larry R. Barr described how this was done at Fort Wayne (Ind.) Newspapers Inc.

"I don't mean to imply that a home-built front-end system is the answer to everybody's problem," he said, but in certain situations, it can be a lower-cost alternative or adjunct to a full-fledged system.

More unusual applications were outlined by Gene Bell, vice president and production director of The Orlando (Fla.) Sentinel, and Glenn A. Shank, production director of Call-Chronicle Newspapers Inc., Allentown, Pa.

Bell said a computer like the Apple II can be programmed to keep comparative records on such production concerns as newsprint waste, pressroom overtime and mailroom productivity. The "electronic ledger," he said, also has wider business-side applications—for example, keeping tabs on actual spending versus budgeted amount.

Stressing that a personal computer is merely "a tool" with inherent swiftness, Bell cautioned that "if you're presently measuring the wrong things with paper and pencil, all a small computer will do is measure the wrong things faster."

Shank said the Allentown advertising department is using the Apple II as a selling tool.

With slides, he showed how the computer can produce customized information for each advertiser. Complete with color bar graphs, the information covers such areas as the newspaper reading habits of a given store's shoppers, demographic data about those shoppers and how the shoppers size up the store in comparison to the competition.

"Anyone with ordinary typing skills and dexterity can be trained in several days to program and store the bar chart information and to create the graphics," Shank said. But he added, "Fundamental knowledge of computers is a practical requirement for efficient use of the equipment."

Mailroom/delivery panel airs options to increase efficiency

The Houston Chronicle's Gene McDavid opened the Mailroom/Distribution Workshop by saying there are two major forces affecting newspapers today—marketing and the total-systems approach to operations.

He closed it by saying that because newspapers are heading toward zoned editions and market segmentation, "it is important to look at our systems" and see which ones are the answers for mailroom problems.

In between those remarks by the Chronicle's vice president of operations, who is chairman of the ANPA Technical Services and Training Committee, attendees heard about equipment that has been designed to make mailrooms more efficient and about what ANPA expects will be future mailroom needs.

Speed, or the lack of it, particularly where inserting is concerned, is the major problem in the mailroom now [presstime, June 1982, p. 4].

A new inserting machine manufactured by Leger Corp., recently installed at the St. Petersburg (Fla.) Times and Evening Independent, has offered some encouragement, according to the newspapers' assistant operations manager, John L. Irvin.

Although the machine has not been trouble-free in the month it has been in his plant, Irvin told the workshop, "We've seen enough to be extremely optimistic—optimistic enough that my staff and I have recommended to our management that we base our future mailroom inserting needs on Leger equipment."

John T. McConnell, vice president and publisher of The Journal Star in Peoria, Ill., said that for a number of reasons, including increasing competition from surrounding weeklies, outdated mailroom equipment and high insert volume, the newspaper decided to "get out the old checkbook" and buy a complete new Harris Corp. mailroom system.

All the new equipment is in, McConnell said, but Harris is still working on the software. He said that if it works—and he believes it will—the newspaper's marketing problems will be solved.

Michael J. Bella, vice president of production at Army Times Publishing Co. in Springfield, Va., said his firm has signed an agreement, also with Harris, for purchase of mailroom equipment, including ink-jet label-printing equipment. He said it is designed to print 40,000 to 50,000 labels per hour.

Ronald L. Rickman, publisher of the Quad-City Times in Davenport, Iowa, and chairman of the ANPA Distribution and Productivity Task Force, told the attendees that the ANPA group "is mainly concerned with what might exist as far as equipment is concerned by 1986." He said newspapers need closer ties with suppliers so the suppliers can learn what the industry needs.

"There will be a need for increased inserting, adult carriers, better and more efficient counting equipment, subscriber and nonsubscriber lists and better analysis of marketing techniques," Rickman said. ☐

Electronic ad systems can boost sales

Electronic display advertising systems can help improve sales, reduce costs and improve ad department efficiency. That was the message of panelists at the Advertising Information Systems/Electronic Layout Workshop.

Carl E. Berg, systems manager/publishing, of The Providence (R.I.) Journal Co., said his newspapers' Atex system "has taken us a long way toward our goals of supporting a larger volume of ads and improving our performance and credibility."

Specifically, Berg said the 22-terminal system, which cost about $500,000, has resulted in:

- Improved sales. "The salesperson now has confidence in our ability to publish his customer's ad on schedule and accurately. . . . Primarily, our salespeople spend less time tracking ads and more time selling."
- Labor savings. The composing-room staff was cut by six and three clerical positions were eliminated in other departments. Two people were added in the ad production group.
- Improved financial controls. "Ad entry, completeness checks on dummying of publications and the checkoff after publication ensure that all ads are billed correctly. . . . An ad cannot be dummied for publication if the customer has exceeded his credit limits"—as documented through the computer system.
- Impoved management information. Reports are more accurate and timely.
- More efficient ad composition. Integration of this function has resulted in a reorganization allowing a decrease of eight slots, with another six anticipated.
- Less "volume" sensitivity. The display ad management system can manage a far larger volume of ads "with little incremental effort. We have absorbed new ad markup and paste-up work for commercial printing jobs at a very low marginal cost."

Another panelist, Joseph P. Junker, said The Sacramento (Calif.) Bee and The Modesto Bee—both owned by McClatchy Newspapers—decided about 18 months ago to design a system that would "fully integrate all aspects of advertising information processing."

Junker, director of information systems of The Sacramento Bee, said much of the software was purchased from Business Controls Corp. The company also has decided to use Layout-80, ANPA Research Institute's ad-dummying system.

The Sacramento Bee is operating all advertising text processing, display ad markup and ad tracking. The Modesto Bee has not yet implemented those functions.

Not all newspapers have such expansive goals for an advertising information system. Mike D. Williams, production director of The Pittsburgh Press, said the goal of his system essentially was to improve the ad billing function. The newspaper bought a new Digital Equipment Corp. computer and also uses Layout-80 except on "food day and Sunday." ☐

Future Conferences

The ANPA Board of Directors has set the following schedule for future ANPA Production Management Conferences:

1983	Las Vegas, June 11-15
1984	Atlanta, June 9-13
1985	New Orleans, June 8-12
1986	Las Vegas, June 21-25

Single copies of the following ANPA Production Management Conference speeches are available without charge from the ANPA Public Affairs Department at The Newspaper Center:

Monday, June 21

Opening Session

- **Address by ANPA Chairman and President William C. Marcil,** president and publisher, The Forum, Fargo, N.D.

Symposium, "Editorial/Newsroom"

- **The Newsroom,** John E. Leard, former vice president and executive editor, Richmond (Va.) Newspapers Inc.
- **The Front-End,** Joseph M. Ungaro, vice president and executive editor, Westchester Rockland Newspapers Inc., White Plains, N.Y.
- **Electronic Libraries: Presentation by Michele Kapecky,** chief librarian, Detroit Free Press.
- **Electronic Libraries: Presentation by Robert Farquhar,** assistant managing editor, Oklahoma City (Okla.) Times.
- **Pagination: Presentation by Howard Collins,** editorial director, Pasadena (Calif.) Star-News.
- **Pagination: Presentation by Bruce Adomeit,** newsroom technical coordinator, Minneapolis Star and Tribune.

Symposium, "Printing Processes, Anilox Inking System Conversions"

- **Using Conventional Oil-Base Inks,** Arnold L. McDonald, vice president/operations, Cleveland Press.
- **Do-It-Yourself/No Vendor Support,** John R. Rodney, production director, The Express, Easton, Pa.
- **Adapted to DiLitho®,** Patrick R. Burns, superintendent/pressroom, McKeesport (Pa.) Daily News.
- **Slide-in Flexographic Replacement Unit,** Jerry S. DeHimer, director of production, The Providence (R.I.) Journal Co.

Symposium, "Circulation and Marketing Information Systems"

- **Building Market Share,** James W. Hopson, publisher, Framingham (Mass.) Middlesex News.
- **Total Market Coverage and Marriage Mail,** Michael W. Moors, western regional advertising manager, K mart Corp., Los Angeles.
- **Systems Available,** John A. Neighbors, corporate data processing manager, McClatchy Newspapers, Sacramento, Calif.

Tuesday, June 22

General Session

- **VDT Health Hazards: Fact or Fiction?,** Dr. Howard R. Brown, medical director, The New York Times Co., and chairman of the ANPA Environmental Committee.
- **Standard Advertising Unit System: Presentation by Walter E. Mattson,** president and chief operating officer, The New York Times Co.
- **Standard Advertising Unit System: Presentation by Thomas Reddy,** William Esty Inc., New York City.
- **Focus on Electronic Cameras, Presentation by John L. Simonds,** assistant director/physics division, Kodak Research Laboratories, Eastman Kodak Co., Rochester, N.Y.

Workshop, "ROP Color"

- **How We Print Colour,** Peter J. Dodds, assistant production manager, The Toronto Star.
- **Quality Newspaper Color Reproduction,** E.G. Mills, pressroom manager, Times Publishing Co., St. Petersburg, Fla.
- **Single Screen Color Technique,** Burgett H. Mooney III, general manager and purchasing agent, Rome (Ga.) News-Tribune.
- **Letterpress Versus Offset: Same Yet Different,** Ian M. Pittendreigh, production manager, The London (Ontario) Free Press.

Clinic, "Standard Advertising Unit System"

- **Standard Advertising Units,** Jacques A. Caldwell, executive consultant, Scripps-Howard Newspapers, Cincinnati.
- **SAU Presentation by Terry P. McDonald,** senior vice president/director of communications development, Young & Rubicam Inc., New York City.
- **SAU Presentation by John A. Wolf,** senior vice president, Dallas Times Herald.
- **Efficient Utilization of SAUs,** Frank J. Stanczak, production engineer, ANPA Research Institute.

Workshop, "Thrifty Electronic Editing Systems"

- **Discussion of Mycro-Tek system,** Ken Hood Jr., assistant general manager and executive editor, Greeneville (Tenn.) Sun.

Wednesday, June 23

General Session, "The Wiring of America: Should We Be Holding a Wake For Printing?"

- **Beyond the Demographics,** Leo Bogart, executive vice president and general manager, Newspaper Advertising Bureau, New York City.
- **Newspapers Are Here To Stay,** Robert J. Haiman, executive editor, St. Petersburg (Fla.) Times.

"Personal Computers at the Office"

- **Marketing With an Apple,** Glenn A. Shank, production director, Call-Chronicle Newspapers Inc., Allentown, Pa.

Workshop, "Advertising Information Systems/Electronic Layout"

- **Fully Integrating All Aspects of Advertising Information Processing,** Joseph P. Junker, director of information systems, The Sacramento (Calif.) Bee.
- **Advertising Order Entry and Billing System,** Mike D. Williams, production director, The Pittsburgh Press.
- **Presentation by Carl E. Berg,** systems manager/publishing, The Providence (R.I.) Journal Co.

Workshop, "Mailroom/Distribution"

- **Update on the Leger Inserter at Times Publishing Co.,** John L. Irvin, assistant operations manager, Times Publishing Co., St. Petersburg, Fla.
- **Presentation by John T. McConnell,** vice president and publisher, The Journal Star, Peoria, Ill.

Workshop, "Electronic Publishing Update"

- **Presentation by Kaj Spencer,** publisher, Tiffin Publishing Co., Tiffin, Ohio.
- **Presentation by Carl M. Valenti,** vice president/information services, Dow Jones & Co. Inc.

But opponents fight on

Seattle joint agreement gets green light

Attorney General William French Smith's June 15 approval of a joint operating agreement for Seattle's two dailies was followed two days later by a lawsuit from opponents of the plan who were able to get a 60-day delay of implementation.

U.S. District Court Judge Barbara J. Rothstein June 24 ordered that the Seattle Post-Intelligencer (morning, 191,158) and The Seattle Times (all-day, 256,888) must postpone merging all departments except editorial until Aug. 27. The dailies had planned to start business under the nation's 24th joint operating agreement on June 28.

In the meantime, Rothstein will consider arguments of opponents' attorney William Dwyer that the joint operating agreement should be declared unconstitutional and illegal. The opponents are a group of employees of the Seattle Post-Intelligencer, some advertisers and several suburban Seattle newspaper publishers.

Officials of the P-I, which claims to be a failing newspaper, said delay in implementation will accelerate their losses already growing because of a "softening" local economy.

P-I Publisher Virgil Fassio said in late June that current estimates show the newspaper would incur about a $5-million deficit this year if the agreement is not implemented. Last year it lost $3.17 million.

As the first half of 1982 ended, the newspaper was losing an average of $125,000 a week, and losses for the year to date were nearing $3 million, he said.

P-I officials testified last year in Justice Department hearings on the agreement proposal that the newspaper was projecting losses of $21.4 million for the years 1981-85. Fassio told presstime that more recent projections show that total will be higher.

Administrative Law Judge Daniel H. Hanscom, who conducted the hearings, had concluded that the P-I is "in probable danger of financial failure." He recommended that the morning paper be allowed to merge all departments except editorial with the all-day Times, as provided under terms of the 1970 Newspaper Preservation Act.

Kerry Coughlin, Seattle Post-Intelligencer

The P-I editorial staff will remain in building with huge globe on top—a Seattle landmark.

Attorney General Smith agreed with Hanscom and wrote: "I have found that the proposed joint operating arrangement will preserve the separate and independent editorial voice of the P-I in Seattle."

In accepting Hanscom's recommendation, Smith rejected arguments of his own Justice Department's Antitrust Division that the agreement be denied because applicants "failed to satisfy their burden of proving that the P-I is a failing newspaper" [presstime, March 1982, p. 17].

The Antitrust Division and Seattle area opponents of the joint operating plan said that based on "incremental analysis"—figuring in tax and other advantages—the P-I actually returns a net financial benefit to its parent firm, The Hearst Corp.

Parent firm of The Seattle Times is Seattle Times Co., 50.5 percent of which is owned by the Blethen family and 49.5 percent owned by Knight-Ridder Newspapers Inc.

Smith also agreed with Hanscom that Congress intended the official inquiry into a joint operating agreement to be blind as to ownership and to focus only on "the operations and performance of the particular newspaper alleged to be failing."

However, Smith said those kinds of financial relationships are not entirely irrelevant when making a "failing newspaper" determination.

For example, Smith said Congress stated that a newspaper company that creates a failing newspaper "by artificial bookkeeping entries" cannot reap the limited antitrust immunity benefits provided by the Newspaper Preservation Act. In the Seattle case, he added—again rejecting arguments of opponents—"no allegation of culpable mismanagement could be supported by the record."

The attorney general did not take into consideration offers by several parties to purchase the P-I in lieu of a joint agreement with the Times. He said Congress did not intend to require that a newspaper be offered for sale before it can be found to be failing.

Disposition of the case took less than 15 months from the time of the application for the joint agreement in March 1981.

The only other JOA application that included a public hearing involved The Cincinnati Post and The Cincinnati Enquirer. That one took 27 months to be processed.

Implementation of the Seattle agreement will mean that slightly more than 200 of the P-I's 800 employees will lose their jobs, Fassio said. Mainly affected will be advertising salespeople, accounting and clerical personnel, and workers from places where there will be duplication.

The P-I has many production personnel who will not lose their jobs because of lifetime contracts, he added.

Fassio said the Times, which will oversee the joint operating agreement, will receive a management fee of 6 percent of total revenues of both newspapers. The Times also will receive 66 percent of remaining revenues, and the P-I will receive 34 percent.

Also under the agreement, the Times will suspend its morning weekday edition, both will publish Saturday morning editions, and the Sunday papers will be combined, with the P-I having up to six pages of its own editorial material. ☐

FTC bureau urges closing LA Times case

By Margaret Genovese
presstime staff writer

The Federal Trade Commission's Bureau of Competition has recommended that the commission's five-year-old case against the Los Angeles Times' volume-discount advertising structure be closed.

According to a source close to the case, the recommendation went to the commissioners the first week in June. The commission is expected to act on the matter before its August break.

If the commissioners accept the staff's recommendation, it would mean that a consent agreement signed in November 1980 by attorneys for the FTC and The Times Mirror Co.—owner of the Los Angeles Times—would not take effect.

That agreement would require the Times to replace its current discount structure with one that would reduce the highest volume discount for retail display advertisers from 40 percent to 26.765 percent, and to cost-justify any new discount structure.

The agreement was repudiated by Times Mirror officials almost immediately after it was tentatively adopted by the FTC last September. The company urged the commission to dismiss the case, a move that was supported by more than a hundred comments filed with the FTC by newspapers, newspaper trade associations, including ANPA, and others.

The commission has three options: It can accept the recommendation of the Bureau of Competition and close the case; it can approve the consent agreement and issue it as a final order; or it can reject the agreement and either return it to the staff for modification or return the case to an administrative law judge for trial.

As of late June, the commission still had only four members, one less than full strength [presstime, May 1982, p. 29].

The case dates back to July 1977 when the FTC charged that the Times' schedule for providing discounts to large-volume advertisers violated the FTC Act and the Robinson-Patman Act. The latter count was subsequently dropped. ☐

OSHA riddle: 'Shalls' stay, 'shoulds' go. Now will 'shalls' replace the 'shoulds'?

The Occupational Safety and Health Administration wants to revoke nearly 200 provisions of its "General Industry Safety and Health Standards" that contain the word "should."

But the stronger "shall" provisions will stay in. And before it's all over, some of today's "shoulds" may become tomorrow's "shalls."

It may sound rather confusing, it may sound somewhat amusing, but it does have implications for the newspaper business, according to ANPA's George Cashau, who monitors environmental matters for the Association.

One of the "should" provisions proposed for elimination deals with work place noise.

Appearing as a footnote to an OSHA chart, it says that when a worker is exposed to two or more periods of noise exposure of different levels, their combined effect "should" be considered. And it details the formula that "should" be used for calculating whether such multiple noise exposures exceed the daily permissible noise limit.

However, Cashau noted that deletion of the "should" provision would create a void that OSHA might fill with some "shall" language.

And in fact, OSHA itself—which wants to get rid of the "should" provisions because they have proved to be unenforceable—has said it intends to replace some of those advisory rules with mandatory ones.

Many of the other standards proposed for deletion would have an effect on newspaper maintenance and production personnel, said Cashau, coordinator of operations for the Association's Research Institute.

Comments on the proposal will be accepted by OSHA until July 27. Thereafter, if there are no requests for hearings on the plan, the agency will decide whether to implement it.

Fact sheet for noise regulations offered

A fact sheet has been distributed by ANPA Research Institute specialists to help newspapers comply with Occupational Safety and Health Administration work-place noise regulations.

The information was sent to newspapers that have requested and received noise inspections by ANPA/RI. It is available to other newspapers on request, according to Richard W. Neergaard, assistant environmental coordinator.

Neergaard said the information concentrates on three major areas of new regulations that became effective Aug. 22, 1981: audiometric testing, records and training [presstime, Oct. 1981, p. 12].

Audiometric testing information covers qualifications for testers, instrument specifications, test-room environment, background noise tests, instructions for people being tested, calibration of test instruments, evaluation of audiograms, documentation of test results, case histories of individuals to be tested and when to refer an individual for more testing.

Records information covers record keeping on maintenance of audiograms and noise-monitoring reports, audiometer calibrations, background noise levels in test areas, notice to employees who have significant threshold shifts and documentation of hearing protection.

"The government will use these records to determine if a newspaper's program is adequate to protect the workers," Neergaard said, "and the better a newspaper keeps records, the less likely it will be that the government will pursue a further inspection."

Training information covers establishment of a training program, with emphasis on how to fit employees with hearing protectors, maintenance of hearing protectors and directions for their use.

Neergaard noted that although the regulations became effective last year, newspapers have until Aug. 22 of this year to have a program in place. ☐

Sharp nominated for FCC

Stephen A. Sharp, general counsel of the Federal Communications Commission, has been nominated for a seat on the FCC. Sharp would fill the vacancy created by the expiration of the term of Commissioner Abbott Washburn June 30. ☐

Court jurisdiction flap has press implications

Proposals in Congress to erode federal court jurisdiction could spell future danger for press rights, the ANPA Press/Bar Relations Committee has concluded.

More than 31 pending bills would remove from the federal courts—and transfer to state courts—jurisdiction over cases involving such issues as busing, abortion and prayer in classrooms. "This is a major issue with serious implications for the press," Chairman Robert F. Erburu told presstime. "The thrust of the action is simply to amend the Constitution by majority vote of both houses of the Congress."

Erburu, a lawyer, echoed the views of many of his colleagues in the legal profession when he said that if Congress approved such legislation it would be "frustrating the separation of powers of the government," striking "at the very heart of the Constitution."

If that treatment could be applied to such issues as abortion and busing, it also could be applied to the First Amendment and other free-press issues, warned the president and chief executive officer of The Times Mirror Co. of Los Angeles.

Committee Vice Chairman Katharine Darrow, general counsel of The New York Times Co., agreed that the immediate concern is not over substantive issues addressed in the bills, but the manner in which those issues would be resolved: through Congress instead of through the courts. The concept is, "If you can take it (constitutional protection) away from this, you can take it away from other things," Darrow said.

The Press/Bar Relations Committee, meeting June 3 in Minneapolis, resolved to support the American Bar Association in its fight against the legislation.

The following day, the ANPA/ABA Task Force met in that city—with the ABA Board of Governors on hand for the first time. ANPA Chairman and President William C. Marcil also attended, as did ABA President David R. Brink, marking the first time since the Task Force was created in 1977 that the heads of the two organizations met face to face.

Speaking to the Task Force, Brink outlined his opposition to the bills, as he has done repeatedly in speeches across the country. (See essay, p. 37).

In other action, the Task Force:

- Recommended that press-bar-bench groups continue dialogue on fair trial-free press issues. But if they adopt guidelines, they should do so only on the condition that the guides "not be used to impose a condition on access, a prior restraint or other legal sanctions against the press." The action stemmed from the decision in *Federated Publications v. Swedberg*, in which a trial judge imposed so-called voluntary guidelines as a condition for reporters to attend a pretrial hearing [presstime, June 1982, p. 12].
- Learned that the publication Preview of United States Supreme Court Cases has successfully ended its first year of resumed operation after folding in 1981 because of a lack of funds [presstime, Dec. 1981, p. 15]. The publication summarizes cases before the court in an attempt to promote the quality of news reporting. Task Force co-chairmen Erburu and Los Angeles attorney Stuart L. Kadison agreed to cosign a letter to media and law firms urging subscription purchases for the court's next term. ☐

Tribune Co. to fight Justice suit over purchase of five weeklies

The Tribune Co. of Chicago has vowed to fight a suit filed by the U.S. Justice Department charging that a Tribune-owned daily violated antitrust laws by purchasing five competing weeklies.

The suit stemmed from the Oct. 15, 1980, purchase by the Sentinel Star Co. of Orlando, Fla.—publisher of The Orlando Sentinel—of the Kissimmee Gazette, St. Cloud News, This Week in Osceola County, Osceola Shopper and the St. Cloud Shopper.

The Justice Department seeks divestiture of those properties, citing Section 7 of the Clayton Act that prohibits anticompetitive mergers.

According to the suit, the effect of the acquisition "may be substantially to lessen competition in interstate commerce. . . ."

The suit filed in U.S. District Court, Orlando, claims that in 1979, the Sentinel Star (as the Sentinel was known prior to last April) accounted for 64 percent of the print advertising dollars in Osceola County, which is south of and contiguous to Orlando's home county of Orange. The subsequently acquired quintet of weeklies published in Osceola County had the remaining 36 percent.

Joseph D. Cantrell, executive vice president and general manager of The Orlando Sentinel, said the five publications are on a "different publishing level" and "reach a different audience" than the Sentinel and its daily zoned edition, the Little Sentinel, distributed in Osceola County and other markets.

Cantrell also maintained that the weeklies and the Sentinel still compete. They have separate sales staffs and operate under separate management, he said.

The Justice Department began its antitrust investigation three months after the $4.1-million acquisition from Mr. and Mrs. Richard L. Luzzader.

The Orlando Sentinel is not the only newspaper to buy competing weekly publications, and whether the Orlando case will have implications for the newspaper business in general was not immediately clear.

Abbott Lipsky, deputy assistant attorney general for antitrust, said, "The acquisition of a shopper by a daily can be—but need not be—anticompetitive, depending on the circumstances of the particular market."

He added, "We believe we can establish that the acquisitions were anticompetitive in this case." There is "no particular significance beyond that," Lipsky said.

The Tribune Co. case is not the first in which a daily has been charged with antitrust violations for buying out a competitor. In 1965, the Justice Department filed suit against The Times Mirror Co. of Los Angeles for its purchase of The Sun of San Bernardino. A federal court ordered divestiture, and the U.S. Supreme Court upheld that order. ☐

Court rules against closure; strikes down Mass. statute

The U.S. Supreme Court June 23 declared unconstitutional a Massachusetts law requiring courtrooms to be closed to the press and public during testimony of young victims of sex crimes.

Justice William J. Brennan Jr. wrote for the majority in the 6-3 opinion that the First Amendment's guarantee of freedom of the press precludes a state's requiring courtrooms to be closed in every instance, even though there is a strong need to protect young sex-crime victims from trauma of public testimony.

The case was brought by The Boston Globe, which objected to one of its reporter's being barred from a portion of a Norfolk County Superior Court trial in which a young rape victim testified. The newspaper argued in *Globe Newspaper Co. v. Superior Court of Norfolk County* that the statute is unconstitutional and that it does not allow trial courts to consider rights of the press and public [presstime, Dec. 1981, p. 14].

Brennan agreed. He said the state's interest "could be served just as well by requiring the trial court to determine on a case-by-case basis whether the state's legitimate concern for the well-being of the minor victim necessitates closure."

He also said that where the state attempts "to deny the right of access in order to inhibit the disclosure of sensitive information it must be shown that the denial is necessitated by a compelling governmental interest, and is narrowly tailored to serve that interest." The press and public must have an opportunity to be heard on closure motions, Brennan said.

He was joined in the opinion by Justices Byron R. White, Thurgood Marshall, Harry A. Blackmun and Lewis F. Powell Jr. Justice Sandra Day O'Connor filed a separate concurring opinion, stressing that the decision applies only to criminal trials.

Chief Justice Warren E. Burger dissented. He said the ruling was "a gross invasion of state authority and a state's duty to protect its citizens."

Media law observers said the opinion strengthened the court's July 1980 ruling in *Richmond Newspapers Inc. v. Commonwealth of Virginia*, which held that criminal trials must be open unless there is an "overriding interest" for closure [presstime, August 1980, p. 10]. ☐

Court briefs

The U.S. Supreme Court decided 5-4 that information originally gathered for law-enforcement purposes but subsequently used for other purposes still is exempt from public release under the federal **Freedom of Information Act**.

Journalist Howard S. Abramson appealed the FBI's refusal to provide him with information the bureau supplied to the Nixon White House concerning individuals critical of the administration. The FBI argued in *FBI v. Abramson* that FOIA Exemption 7 protecting "investigatory records compiled for law enforcement purposes" still applied [presstime, Oct. 1981, p. 16].

* * *

The Supreme Court refused to hear *Guide Publishing Co. Inc. v. Charles D. Thomas*, in which a black Norfolk, Va., weekly newspaper lost a libel case. The newspaper sought appeal because the trial court made no determination whether the plaintiff was a **public or private figure**. Public figures must prove a newspaper acted with actual malice, a much tougher standard than for private figures.

* * *

U.S. Bankruptcy Judge James D. Trabue May 26 **approved the Alton (Ill.) Telegraph's proposed settlement** with James C. Green, who won a $9.2-million libel judgment against the newspaper [presstime, May 1982, p. 28]. Telegraph attorney David P. Sanders said the agreement was effective June 10.

* * *

The trial of a Bangor (Maine) Daily News reporter on charges of **violating the Canadian Criminal Code** convened June 15 in New Brunswick Provincial Court, Edmundston [presstime, May 1982, p. 29]. After both sides gave testimony, the case was continued until Aug. 11. ☐

Higher mail rates would be product of Hill resolution

Rates for in-county, second-class mail could go up 66 percent under a budget resolution adopted by Congress in late June. It cuts $435 million from the U.S. Postal Service budget for next fiscal year.

The House and Senate approved the conference committee compromise to reduce the allocation from this year's $835 million to $400 million. All would go for "revenue foregone" which, in effect, subsidizes certain second-class rates.

No money was earmarked for the "public service subsidy," used for general postal operations such as maintaining six-day delivery. However, Postmaster General William F. Bolger said such services will be maintained with a fiscal 1982 USPS surplus. This subsidy currently is $221 million.

Before the conferees got together on the compromise spending plan, the House was advocating no USPS funding, while the Senate was calling for $813 million for revenue foregone and $100 million for public service.

The amount USPS ultimately will receive will be decided through the appropriations process. The appropriation may not exceed the amount in the resolution.

Meanwhile, a long-ago-scheduled rate increase for second-class, in-county mail takes effect July 6. Per-pound rates will increase from 3.9 to 4.1 cents; per-piece rates for carrier-sorted mail, from 1.9 to 2.1 cents; and for other levels of presort, from 2.4 to 2.6 cents. The hike is an annual step of a phase-in plan adopted in 1970. ☐

USPS says ad proposal not worth the effort

The U.S. Postal Service said it will abandon its proposal to sell advertising space in its public facilities, on trucks and on stamp booklet covers because projected revenues would make little dent in overall USPS costs.

ANPA had opposed the ad program on First Amendment grounds. It said the Postal Service would be in the "subjective position" of having to determine what is acceptable advertising [presstime, Nov. 1981, p. 16]. ☐

7 states expand press access to government data, meetings

Having apparently withstood a major attack on access to information on the national level in the form of Freedom of Information Act amendments, how is the press faring in its efforts to foster and maintain government openness on the state level?

Very well, according to reports from seven states where laws have been enacted already this year improving access to government records and meetings [presstime, Jan. 1982, p. 4].

Open meetings. The governor of Georgia April 20 signed a bill revising that state's open-meetings statute. It bolsters openness by broadening the definition of meetings, by providing that action taken in illegally closed meetings will not be binding and by setting out meeting notice requirements.

Arizona also toughened its open-meetings law April 27. According to Arizona Newspaper Association General Manager Ted L. Hecht, the new law makes it harder for government bodies to close meetings, strengthens advance notice and agenda disclosure requirements and provides for the nullification of actions taken at meetings illegally closed. It also substitutes civil for criminal penalties for violations.

The association supported the change in penalties, Hecht said, because judges were reluctant to use the criminal penalties to enforce the law.

A similar bill putting teeth in Missouri's open-meetings law was awaiting the signature of the governor in late June. The measure, which cleared the legislature April 30, provides for imposition of fines for violations, voiding of actions taken at illegally closed meetings and reimbursement of legal fees for successful plaintiffs, according to Missouri Press Association Executive Director William A. Bray.

And an amendment to New York's open-meetings bill—requiring meetings of zoning boards of appeal to be open—also was awaiting signature in late June.

Open records. In Wisconsin, a consolidated and strengthened open-records bill was signed into law April 29. It carries the presumption that all government records are open, defines government records, sets out procedures for appealing denials of access and authorizes the attorney general to issue opinions on access questions, according to LeRoy Yorgason, assistant manager and legislative coordinator for the Wisconsin Newspaper Association.

The association initially was "not excited" about the prospects of a new law, Yorgason says. "Wisconsin has a tradition of open government and open records. We felt the law was fine as it was." But, he adds, the association soon got excited when amendments were introduced that would have restricted access.

The South Carolina Legislature also acted to improve records access. A bill signed into law May 28 opens police incident reports.

According to Reid Montgomery, secretary-manager of the South Carolina Press Association, the impetus behind the bill was the conviction of two newspapers for libel when they published erroneous information obtained by telephone from law enforcement officials. In one of the decisions, Montgomery said, the press was told it had an obligation to go beyond telephone inquiries and look at the records. "That kind of underscored the problem."

A similar bill was signed into law March 1 in California [presstime, March 1982, p. 16].

The news from the states is not all on the side of more public access, however.

Barry S. Richard, attorney for the Florida Press Association, called 1982 "a very bad year" with the enactment of laws closing records of public hospital governing bodies and of public school personnel.

In Minnesota, access to coroners' reports was closed by the legislature this year, but a move to enact the "Uniform State Information Practices Code," a proposed statute that has run into opposition from press groups, was defeated.

In Georgia, along with the action on open meetings, the Legislature enacted a definition of government records that some members of the press believe is too narrow. Also in that state, a measure restricting access to birth and death records escaped the notice of the press until it was law. According to Georgia Press Association Executive Manager Kathy T. Chaffin, it slipped by as part of a 72-page bill.

And in Ohio, a bill that would have closed public hospital admission and discharge records and required county coroners to notify next of kin before releasing information in suicide deaths was passed by the legislature but vetoed by the governor in June. The Ohio Newspaper Association opposed the bill, according to Executive Director Kenneth L. Drum. ☐

Reagan signs 'agents ID' bill into law

President Reagan has signed into law a bill making it a crime to publish the names of covert U.S. intelligence agents even if the information is obtained from public sources.

Reagan signed the "Intelligence Identities Protection Act" June 23 at CIA headquarters outside Washington, D.C. A compromise version of the legislation cleared both houses of Congress by overwhelming votes earlier in the month.

A report issued in May by the conference committee that worked out the compromise emphasized that the measure is not aimed at the legitimate press, but rather at persons and publications in the business of "naming names" [presstime, June 1982, p. 11].

That conference report will make it harder to challenge the constitutionality of the law, said Katharine P. Darrow, general counsel of The New York Times Co. "I think everyone at the Times thinks the law should be challenged. The problem is how to do that," she said.

In order to ask a court to issue a declaratory judgment that a law is unconstitutional, a party must have "standing," that is, a showing that the party is threatened by the law, she explained. "With this kind of a conference report that goes out of its way to suggest that it is not the intent of the government to sue newspapers . . . it would be very difficult to argue in court that we are actually threatened by the law, at least until something happens to suggest that we are threatened by the law," she said.

ANPA, NNA explain objection to settlement plan

By C. David Rambo
presstime staff writer

The newspaper industry has given a federal judge some of the most detailed and specific reasons to date on why the proposed antitrust consent decree between AT&T and the U.S. Justice Department should be modified.

The thrust of the industry's June 14 comments to U.S. District Court Judge Harold H. Greene centered on how "national AT&T"— if allowed to enter electronic publishing as the decree proposes—could use its monopoly powers to achieve unfair market advantages and to discriminate in providing basic transmission services to other information providers.

However, in their comments, ANPA and the National Newspaper Association also said they support some aspects of the decree, including its prohibition against electronic publishing by local operating companies that would be spun off from AT&T.

The associations said this restriction "would not have a significant adverse effect on the financial health" of the local companies. They pointed out that while estimated total revenues for the local companies in 1981 were $42.5 billion, projected annual revenues over the next several years for all electronic publishing are less than 1 percent of that amount.

The industry's submission—separate briefs addressing five issues and totaling 72 pages—was just one development during a busy month on the telecommunications public policy front.

Following the filings by ANPA and NNA and numerous other parties concerned with the proposed consent decree, those parties had until June 24 to submit another set of briefs replying to the earlier round of comments.

And, at month's end, Greene held hearings on the issues. He was under no deadline from then on to decide whether the proposed decree is in the public interest and may be implemented.

Meanwhile, on Capitol Hill, the House Energy and Commerce Committee prepared to vote on HR 5158, the "Communications Act of 1982," which would legislatively deregulate AT&T but with tighter controls than would be provided under the Justice Department's consent decree.

The committee was expected to approve the bill, especially because the bill's sponsor, Telecommunications Subcommittee Chairman Timothy E. Wirth (D-Colo.), was able to work out differences with and secure endorsement of the full committee's chairman John D. Dingell of Michigan. Dingell's support was announced June 16.

In a June 3 letter to Wirth endorsing HR 5158, ANPA emphasized its support for the so-called diversity provisions whereby not only the local operating companies but also national AT&T would be prohibited from providing information services.

In the briefs, ANPA and NNA argued that national AT&T would have both the business incentive and the opportunity to "drive out competing electronic publishers" and reduce diversity in this fledgling field.

Greene does not have power to change the proposed decree, which resulted from a settlement in the government's longstanding antitrust suit against Ma Bell. Therefore, ANPA and NNA called on him to recommend that AT&T and the Justice Department modify their plan.

Among points made to Greene on the diversity issue were:

- That the electronic publishing market will mushroom the end of this decade, but until then it will be "a small, risky field" very vulnerable to anticompetitive behavior.

The comments included growth projections prepared for the newspaper industry by the consulting firm Communications Studies and Planning International. The report showed that by the end of 1981, 30,000 residential electronic publishing subscribers in the United States were spending $10 million a year for the services. In 1985, there are expected to be 850,000 residential subscribers spending $150-300 million; by 1988, 2-4 million subscribers spending $300-800 million; and by 1990, 3.5-12 million subscribers spending $700 million-$2.6 billion.

- That AT&T would have an immediate advantage because it has conducted "millions of dollars worth of technical research on electronic publishing systems and other AT&T arms have undertaken extensive market research."
- That AT&T could discriminate against other electronic publishers by favoring its own services from a technical standpoint.
- That there would be major problems with ensuring that AT&T does not subsidize its information services with money from its regulated activities. The associations said regulation is not sufficient "to detect and police such cross-subsidies."

ANPA and NNA stressed that their concerns center on the immaturity of the electronic publishing industry. They said they would have no objection to national AT&T's entering the field once that industry has grown to the point where "dangers to competition and diversity have virtually disappeared." ☐

Ma Bell names offspring

The AT&T subsidiary established to offer unregulated services, known popularly as "Baby Bell," has officially been named

American Bell

Cable, low-power TV seminars set for fall

ANPA and the Newspaper Advertising Bureau will cosponsor workshops on cable television and low-power television this fall. Because it is expected many participants will want to attend both, they will be held in succession at Chicago's O'Hare Marriott Hotel. The cable-TV workshop is Nov. 3, the low-power TV workshop Nov. 4-5.

Registration fees are: for personnel from ANPA-member newspapers, $300 for the cable workshop, $350 for the low-power workshop and $550 for both; for nonmembers, $350, $400 and $650, respectively.

To register or for more information, contact Stephen E. Palmedo, ANPA manager/training services, at The Newspaper Center, Reston, Va. ☐

Newspapers keep marching to videotex

By Margaret Genovese
presstime staff writer

Newspaper activity in the infant videotex field continues at a rapid clip. Two more newspaper companies have announced their entry into the field, and another system with newspaper involvement has been launched—but with one of four newspaper companies bowing out of that venture.

This latest positioning adds to announcements in May that A.H. Belo Corp, publisher of The Dallas Morning News, was suspending a videotex service and that the Fort Worth (Texas) Star-Telegram was beginning one [presstime, June 1982, p. 16].

New boarders of the videotex bandwagon are Cowles Publishing Co. Inc. of Spokane, Wash., and Harris Enterprises Inc. of Hutchinson, Kan.

Getting off was the Minneapolis Star and Tribune Co., which previously had planned to participate in FIRSTHAND, a telephone-based system started June 1 in North Dakota and involving three other daily newspapers.

Cowles Publishing June 2 launched an experimental, telephone-based videotex service called "Electronic Editions" in Spokane, where the company publishes The Spokesman-Review and Spokane Daily Chronicle.

Personal-computer owners connect with a Digital Equipment Corp. computer that normally serves as a backup to the newspapers' main computer. Material for "Electronic Editions" is transferred automatically from the main computer system to the backup computer.

Because it uses the existing computer and does not require extensive rekeyboarding or editing of information, the service operates "for virtually nothing," according to Shaun Higgins, director of electronic publishing. The software was developed in "dead time" by the newspapers' computer services personnel, he said.

The experiment is limited to 100 personal computer owners who responded to a small newspaper item, Higgins said. They were provided with a telephone number to gain access to the computer and with information on how to use the service. It can be used with many, but not all, of the personal computers on the market.

Hurd (standing) reviews copy to be entered into Harris Enterprises' Agritext.

During the experimental phase, the service is free to users and is available daily from 6 a.m. to 9 p.m. At this time, only one user can connect to the computer at a time. In order to monitor potential usage, busy signals are being monitored, along with the length of the connection time, Higgins said.

The service offers a news briefing, community calendar, movie listings, weather reports, sports scores and consumer tips. Classified ads appearing in the two Spokane newspapers also are transferred automatically to the service with no extra charge to advertisers. Higgins said "encyclopedic" information about the Spokane area from the newspapers' annual business progress edition also will be offered.

Harris Enterprises' telephone-based videotex service begins operation this month.

Unlike the Spokane test, Harris Electronic News' "Agritext" will be commercial in nature and will have a narrowly targeted audience of farmers and agribusinessmen. Cost will be $15 a month for unlimited access.

Agritext will be available 24 hours a day to owners of Radio Shack videotex terminals and personal computers. The service uses a TRS-80 Model II, another Radio Shack product, as the host computer.

Initially, up to 16 users will be able to use the service at a time.

It will contain grain and livestock market prices, agricultural news, U.S. Department of Agriculture reports, Kansas Extension Service news, market analyses, syndicated features on farming and computers, UPI farm news, weather reports and news from the eight Harris newspapers in Kansas, from the Harris News Service and from UPI.

Mike Hurd, who as Agritext's editor and general manager heads a six-person staff, said that eventually four types of advertising will be carried: classified, display, a business service directory and sponsorship of individual segments of information.

Hurd explained the service is going after a particular market rather than a broad one because general-interest information "is still less expensive and more palatable if delivered by the traditional newspaper."

"The economics are not right now to do videotex as a general-interest consumer project," he said. "However, I believe if you address a very specific group of users with very specific information, particularly if it's the kind of data that could help someone in their business . . . you have a much greater chance of success."

Minneapolis Star and Tribune Co. pulled out of a videotex experiment because of similar thinking.

The company was to have supplied local news and wire service copy for FIRSTHAND, a videotex project of the Minneapolis-based bank holding company First Bank System Inc.

But the Star and Tribune Co.'s involvement in the Associated Press videotex experiment with CompuServe demonstrated that "the real market" in electronic publishing is in more narrow areas of interest, said J. Christopher Burns, associate publisher and senior vice president.

For example, he said, his company's newsletter for home-computer users proved to be the third most popular item in the CompuServe experiment behind The New York Times and The Washington Post.

"That taught us that special-interest information makes sense to put on (an electronic information service), but unless you are The New York Times, general news does not," he said.

Burns emphasized that the decision to drop out of FIRSTHAND does not indicate any lack of interest by the company in electronic publishing but rather a desire to make sure that the next step brings it closer to real business applications.

The FIRSTHAND experiment, providing news and agricultural information for a farming and ranching target audience in North Dakota, will run through October. The daily newspapers participating in the trial are The Forum of Fargo, the Daily News of Wahpeton and the Valley City Times-Record, all of North Dakota. ☐

Newspapers advised

Cable business savvy needed

By Thomas K. McKnight

As a delivery alternative, cable television is a natural for newspapers. It often delivers 36, sometimes 50, channels. It is wideband, which means it carries the full sight, sound, color and motion of a television signal. It promises two-way interactive communications, much like a telephone. It can "address" its services, giving a newspaper the ability to deliver information to a specific home.

Recognizing the attraction of cable's versatility, it must be acknowledged, too, that cable TV seeks to maximize its profits. And so far, cable has had a clear competitive edge in its arrangements with newspapers.

Cable's grade in conducting business with newspapers has typically been an "A"; newspapers rarely have deserved more than a "C."

To reverse or at least even the score, newspapers—before concluding an agreement with a cable system operator—should take into account seven critical factors:

- Ensure longevity if the venture is profitable.
- Protect against ruinous failure. Inclusion of 90-day, notice-of-cancellation clause would be a simple technique, but care must be exercised because the cable operator could use a similar clause to evict the newspaper. It must be one-sided.
- Maintain exclusive program content control. There is no alternative if the integrity of the newspaper is to be preserved.
- Retain the rights to programming and its reuse.
- Control the cost of using the cable system to protect against confiscatory demands by a "hungry" cable operator if the newspaper's information service becomes highly profitable and if the operator suspects it can offer the same service.
- Assure quality of service. Technical standards can be specified in the agreement.
- Be advised by the cable operator of every instance of service outage—its duration, location, extent and origin. Advertisers expect that their announcement will be delivered as promised.

In negotiating with a cable operator, other factors may weigh heavily, of course. But attention to these concerns is vital to concluding a successful agreement. ☐

McKnight is a principal in Orion Telecommunications Ltd., a Washington, D.C., management consulting firm specializing in telecommunications business planning and strategy. He is former vice president/telecommunications development for Gannett Satellite Information Network.

Ky. test could yield important text-service data

A newspaper company located in the heart of Kentucky's famed bluegrass horse country is engaged in an electronic publishing test that may produce data on just how big a gamble such ventures are.

The Lexington Herald-Leader Co.'s news and advertising service "could yield some of the best data on the potential for simple, non-selective text services and have implications for teletext and videotex as well," according to ANPA Telecommunications Development Specialist Raymond B. Gallagher.

"TelePress" is being underwritten by the parent company, Knight-Ridder Newspapers Inc., as a "research and development project," according to Herald-Leader Chairman and Publisher Creed C. Black.

The service, inaugurated March 29, operates on three channels of the Lexington cable system, which is owned by Tele-Cable Corp., a division of Landmark Communications Inc. Its content is primarily character-generated text, but it also offers graphics and can accommodate traditional video commercials.

Research is being conducted in-house and consists of focus groups, random telephone surveys and diaries placed in the home.

Already, Black reports, the research has indicated that "there is a gratifying awareness of the service" and that viewers associate it with the Lexington newspapers.

Moreover, the focus groups have come up with suggestions that have been acted upon, according to TelePress Director David M. Reed.

The service may also yield data of another kind. Local 229 of The Newspaper Guild recently filed a grievance claiming jurisdiction over the work of preparing copy for the service.

The matter is going to arbitration before Arbitrator Alan Walt, a Southfield, Mich., attorney. It is believed to be the first arbitration involving Guild jurisdiction in areas of electronic publishing. ☐

Smaller papers eye expanded business coverage

By C. David Rambo
presstime staff writer

Money, the backbone of a greening America, has been given new attention by increasing numbers of large daily newspapers over the last decade. Many metros now put business and economics coverage right up there with sports news.

America's smaller papers have not kept pace, but the stirrings of change are beginning to be heard.

To be sure, many smaller papers still practice bulletin-board journalism when it comes to business news, printing whatever comes over the transom. Increasingly, however, small- and medium-size newspapers are recognizing that more needs to be done in this area.

But their heightened awareness often is blocked by limited resources. Staffing is a big problem.

"We do a terrible job here. At least we admit it," says Warren L. Esterline, general manager of the Daily Sun-Post (evening, 7,453) of San Clemente, Calif.

Although the paper will rev up its business coverage "probably sooner or later," Esterline explains that about all it does now is "slap in whatever the latest economic statistics are" as supplied by the wires. .

The same can be said for other small dailies in that area, he adds. "The ones that I see aren't doing much."

Other papers, such as The Delaware State News (evening, 24,736) of Dover, are not convinced there is much demand for local business coverage. And so they don't provide much.

State News Executive Editor Frank Fantini says the reason is "partly a matter of space and partly a matter of priority." He adds that "We spread ourselves pretty thin" covering government and breaking news and feel "the immediacy is lacking" with business matters. However, the newspaper does publish local stocks and farm-market reports.

Fantini's way of thinking comes under fire from some observers who say money is one of the most significant threads of our culture and as such deserves serious coverage, particularly in recessionary times.

Laird B. Anderson, associate professor at American University's School of Communication and a former Wall Street Journal reporter, says, "Editors have dropped the ball. . . . I hold editors to account, really, for not recognizing sooner what readers need."

He calls editors' pleas of limited resources "a cop out."

But opinion also is mixed here.

Fred Taylor, executive editor of The Wall Street Journal, says he does not fault small papers very much for their lack of aggressive business reporting. He says he understands why they might not devote a lot of manpower and newsprint to local business news: the "relatively small audience" that would read it.

Notable exceptions. Despite the prevailing view of non-metro papers that coverage of the local business community need not be a top priority, a presstime survey found some notable examples of small- and medium-sized operations that are making some headway in their approach to business news. They include:

- The Kokomo (Ind.) Tribune (evening, 29,097), which in recent months has expanded coverage from a half a page on Sunday to two or three pages every Wednesday and Sunday.

Business and economics writer Pat Rocchio says he tries to "localize national events and tell how they have an impact on the local economy and people." One area of coverage the Tribune emphasizes is the auto industry on which the Kokomo area heavily depends.

Every six months, the Tribune runs tables of economic indicators, including information on the unemployment rate, continuing unemployment compensation claims, number of people working, building permits, industrial electricity usage and a grocery price index with data compiled by the University of Indiana.

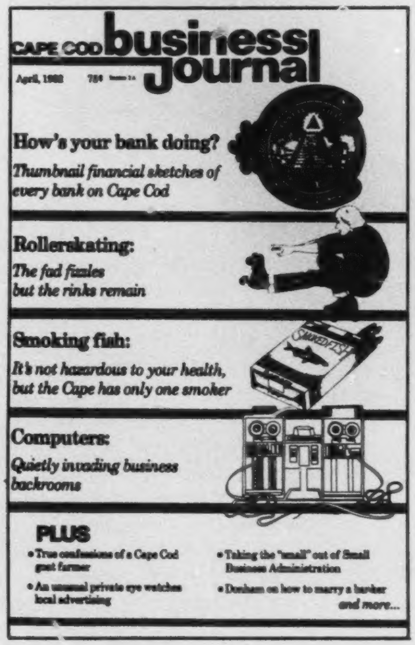
- The Spokane (Wash.) Daily Chronicle (evening, 58,028), which Business Editor Frank R. Bartel says is changing its "bulletin-board" or "seed-catalog-type approach" to business coverage to one in which staff will devote time to more significant stories.

"We'll be more selective in our coverage," he explains. "We're trying to do a better job of serving the reader rather than dishing out the welter of material and hoping they'll interpret it correctly."

While some newspapers report they are increasing the amount of agate material—stock listings, bond prices, interest rates, mutual fund data and the like—to satisfy readers' business news cravings, the Chronicle has done the opposite over the past five years. "We cut out a lot of commodities and futures and what we considered to be extraneous market" information, often with little or no reader protest, Bartel says. "We found out we've been running some of this junk for only one reader."

- The Times Herald (evening, 29,312) of Port Huron, Mich., which Managing Editor James T. Barnes says has tried over the last two years to strengthen its explanation of what national events mean locally, in addition to maintaining daily business briefs and running a full page of business news once a week.

"It's a natural in a time like this," says Barnes, who notes that the unemployment rate in the Times Herald's primary service area is above 17 percent, and in its sec-



CAPE COD business journal

April, 1982

How's your bank doing?
Thumbnail financial sketches of every bank on Cape Cod

Rollerskating:
The fad fizzles but the rinks remain

Smoking fish:
It's not hazardous to your health, but the Cape has only one smoker

Computers:
Quietly invading business backrooms

PLUS

- True confessions of a Cape Cod goat farmer
- An unusual private eye watches local advertising
- Taking the "small" out of Small Business Administration
- Donham on how to marry a barber

and more...

Non-dailies can shine in the field.

"An enormous shortage of qualified people to write and edit business news" can be a problem for newspapers wishing to broaden coverage.

Lou Heldman
The News-Sentinel, Fort Wayne, Ind.

ondary markets above 20 percent.

- The Nevada State Journal and Reno Evening Gazette (combined circulation, 55,830), which have expanded their business coverage over the past year to a current level of three to eight pages daily.

Business Editor Tim Anderson says he tries to produce something that falls between trend pieces and press-release rewrites. "We try to do a little bit of everything," he says, but "obviously, a few things fall between the cracks."

- The separately owned Register—a weekly in Yarmouthsport, Mass.—and The Cape Codder—a semiweekly in Orleans, Mass.—which in January jointly started a monthly tabloid covering business on Cape Cod.

Editor Seth Rolbein says the Cape Cod Business Journal now has paid circulation of about 24,000 and free circulation of about 6,000.

It has published in-depth pieces on the commercial fishing industry, the local banking industry and other businesses, and regularly delivers bits of local business history "to lighten things up." Stories published include an examination of the first subdivision on Cape Cod and how it developed, and the history of a 50-year-old lumber company.

"Some of the things that don't make it to town hall are often more important than things that do, and that's what we're committed to cover," he says.

One reason for the surge of interest in business news at these and other papers is the fact that "economic news of the country has gotten more into the general news—right alongside of the Hinckley trial and the Falklands," notes Alan Hansen, news editor of the Bogalusa (La.) Daily News, which runs a business page twice a week.

Staffing problems. But even those papers that are making an effort to do more and better business news coverage can find themselves hamstrung by some of the problems that have kept other papers from even trying.

Many business staffers report they're already shorthanded and cannot break away from the daily routine long enough to write in-depth stories.

"For us, it's liberal to take two days to do a financial story," says Bartel of the Chronicle in Spokane. "On a big paper, it would be two or three weeks."

Bartel and another part-time person handle the Chronicle's business coverage. Tim Anderson is the only business staffer in Reno. The same holds for Pat Rocchio in Kokomo.

Another problem is what Lou Heldman, managing editor of The News-Sentinel of Fort Wayne, Ind., calls "an enormous shortage of qualified people to write and edit business news."

Business reporters "need more sophistication to deal not just with the material but with the sources," he says. The best writers often are hired away by big dailies offering salaries and other amenities small publications can't match.

But there may be some hope.

Academic sources report that the number of students interested in business journalism is on the upswing. That will expand the pool of writers newspapers have to choose from.

And increasing numbers of business journalists are earning master's degrees in business administration. "It puts you on equal footing with the guy you're trying to cover," says Hal Ritter, a business editor of USA TODAY and former business editor of the Times-Union of Rochester, N.Y. In June he received an M.B.A. from Stanford University.

Some suggestions. Heldman of the Fort Wayne paper says a small paper may be able to brighten its economics outlook by taking a lesson from programs he instituted at the Detroit Free Press, where he previously worked.

They can be applied by any size newspaper, he adds.

First, Heldman says the Free Press asked the local office of a large accounting firm to instruct reporters on how to read financial reports. The paper encouraged business reporters to read The Wall Street Journal and other business journals, and to "get some exposure to business people. Go to them and tell them you're trying to learn. They're generally surprised and flattered that somebody's coming to them not in an adversarial role" but in a spirit of wanting to learn.

Second, Free Press staffers were sent on "visitation programs" to local businesses. They met with local executives and talked on a background basis.

Third, the Free Press established what Heldman calls a "board of economists," in which six business people with widely varying views on economics were brought together for discussion. Tapes and transcripts of the meeting were produced and circulated to staff.

Heldman, who says he is in the process of improving business coverage by The News-Sentinel, also suggests that newspapers define their audience for the purpose of identifying a type of information that would make the newspaper "indispensible to a large segment of your readers."

For example, he says, commodities prices may be much more valued in some communities than New York Stock Exchange listings.

Above all, Heldman says, it's important to avoid "incompetent coverage" which can "do more to harm a newspaper's credibility than any other thing" among upscale readers.

Most editors interviewed by presstime said they expect their business coverage efforts to expand over time.

But USA TODAY's Ritter is not so sure. He warns that emphasis on business may be cyclical, and that when general economic conditions improve, newspapers may invest their reportorial resources elsewhere. □

'Graphics reporter' gives 'metro' touch to 40,000-circ. daily

By Max Jennings

It was a scene common to any newsroom. A story about a mine cave-in in a community 50 miles away was developing rapidly.

A reporter and photographer were on the scene, and three other reporters were working the phones in the newsroom. One of the frantic ones was Mark Freistedt, who was pleading with the reporter at the scene.

"Get someone to sketch it for you, you know, draw something so you can bring it back. Get him to tell us what it *looks like* in there. How is that mine laid out, anyhow?"

Reporter Marie Dillon, using her true reporter's instincts, found Freistedt's source—in a miner's bar. The miner eyed her suspiciously, and then he began to make a crude sketch in Dillon's notebook.

Thanks to Dillon's and Freistedt's reporting, the Mesa Tribune had an excellent page-one drawing, in color, the next morning. It showed exactly how the mine shaft was constructed and how the three miners were trapped and killed.

The story explained the accident, too, but the illustration brought it to life. Competing newspapers and the television stations had nothing to illustrate what had happened 3,200 feet below ground.

I like to call Freistedt a "graphics reporter." That's the way we treat him. He was a graphics arts major in college, where he was cartoonist for the student daily, but we've encouraged him to become a reporter in every sense of the word.

He's instructed to do the same thing as any of the other reporters—communicate what happens by putting ink on paper.

That's exactly what he does. The Trib's graphics reporter attends our daily planning meeting, offers his views on how stories should be played, and suggests hand art or charts or other graphics for stories throughout the paper. He also is in on the initial planning for all major projects.

His performance on the mine cave-in story demonstrated exactly what we are attempting to do—develop capability to create artwork on deadline and to provide information that is difficult to offer in any other form.

An excellent example of this occurred in our coverage of a mid-air collision involving an Air National Guard tanker and a private plane.

The private plane had taken off from the city airport, and the Air Guard plane was making touch-and-go landings at an Air Force base. It was very difficult to explain in words how the two planes—despite two control towers in the area—ended up at the same spot at the same time.

Again on deadline, and again developing his own information along with what reporters supplied, Freistedt was able to produce a front-page color graphic. It, together with photographs of the wreckage, enabled us to tell the story with clarity and precision.

And following a more recent air disaster, Freistedt drove to the scene to get a feel for exactly what happened. The result of his work is illustrated above.

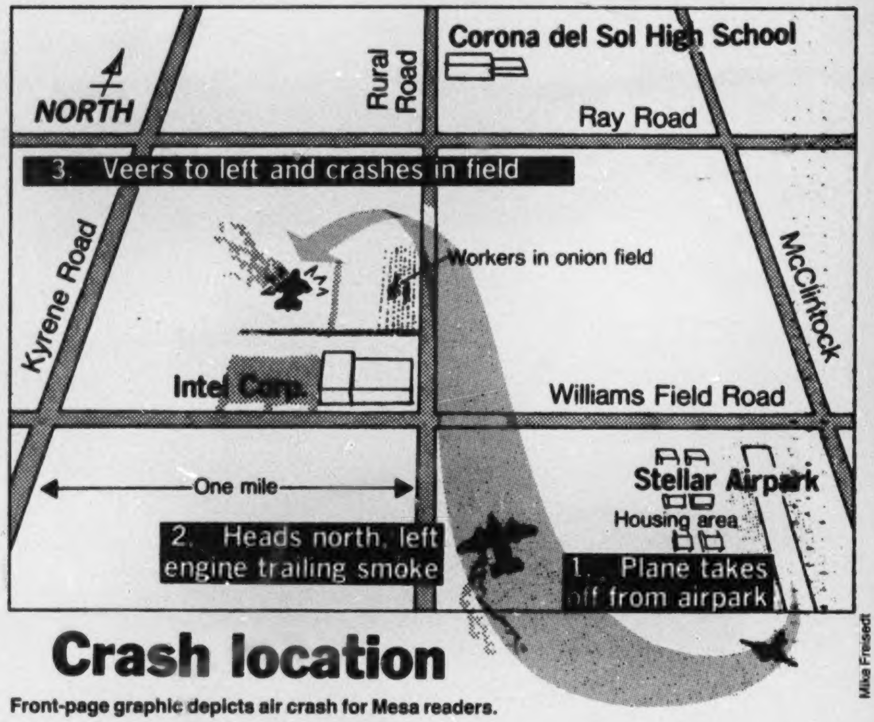
After editors and other staff members became increasingly aware of our goal to use graphics as part of basic reporting, cooperation between the two types of reporters developed naturally. Often, too, our graphics journalist and our "photojournalist" will work together with the reporter without so much as a suggestion from an editor. That's what I hoped would happen.

Graphics journalism, or whatever it's called, is the tool that we are going to make more and more use of in our highly competitive market.

Even though the Tribune is less than 40,000 circulation, it has demonstrated it is large enough to develop a reasonable amount of sophistication after only a few months of experimentation.

I'm not ready to give up on the idea of content before form, but that doesn't mean that even a relatively small newspaper cannot develop new types of reporting skills to tell a story. Even small newspapers can develop graphics packages under deadline pressure that will rival those produced by news magazines and will produce the same impact.

I think it has been truly startling to our readers in the last few months to find graphics obviously created only hours before to help them understand a complex story. ☐



Front-page graphic depicts air crash for Mesa readers.

Mike Freisedt

Jennings is executive editor of the Mesa (Ariz.) Tribune.

FIEJ awards Golden Pen to Nicaraguan

"Without freedom of the press there is no freedom."

Nicaraguan Publisher Pedro Joaquin Chamorro Barrios quoted a speech by his murdered father, also a newspaper publisher, in accepting the Golden Pen of Freedom during the recent Congress of FIEJ, the International Federation of Newspaper Publishers.

Chamorro's newspaper, La Prensa, has been shut down periodically by the government during the past year and has been subjected to censorship stemming from a state of emergency declared in that country [presstime, Jan., 1982, p. 15].

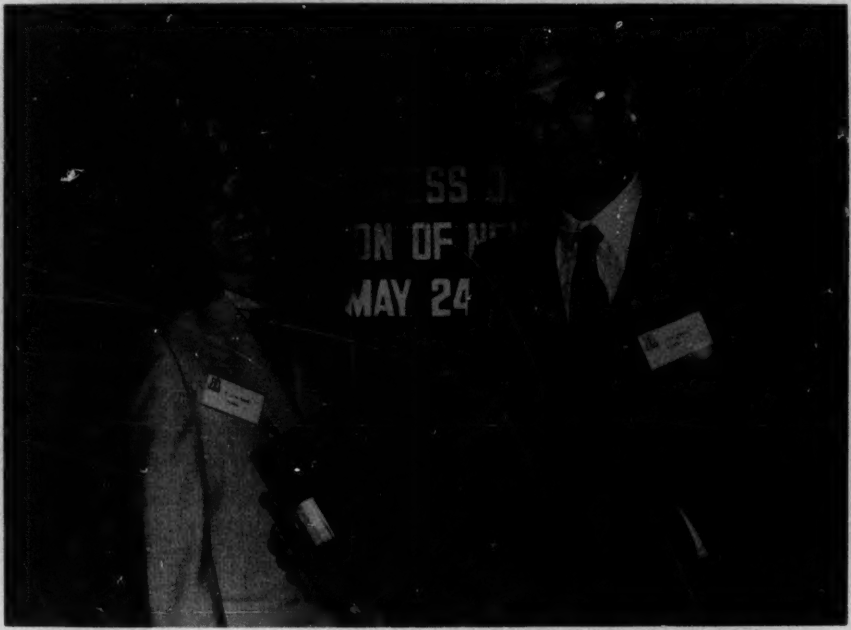
The 30-year-old publisher, who was nominated for the award by ANPA, described how his staff actually prepares two newspapers every day. One, which is written objectively, is placed in a drawer. A second, "the one that carries the news the government allows," is published.

It would be easier to simply print what the government wants, Chamorro noted, but the drawer full of unpublished newspapers serves as a constant reminder of how precious the freedom to publish is.

Publishers, he said "must face the fallacy of controlling the press in the name of the people's rights." Chamorro, whose mother, Violeta, also helps run the paper, said the Golden Pen award encourages the family to continue fighting and "gives us hope that there are people watching us all over the world."

In addition to awarding the Golden Pen, the FIEJ Congress in May approved a resolution urging the development of kenaf as a source of newsprint (see story, p. 52).

Meeting in Oslo, Norway, the congress also recommended that postal and telecommunications authorities around the world freeze communications tariffs at existing levels and open negotiations with press representatives to establish the lowest possible rates for news organizations.



Chamorro, with his wife Marta Lucia Urcuyo beside him, displays the Golden Pen of Freedom.

Noting the surge of interest from international organizations such as the Council of Europe and UNESCO in discussing freedom of information issues, FIEJ urged publishers to "devote more attention to their role in ensuring the free flow of information and make the views of the free and independent press better known to the representatives of their countries to international organizations." ☐

Another UNESCO forum for press issues?

The Second World Conference on Cultural Policies may involve communications proposals that international free-press and advertising groups are concerned about, according to those monitoring the situation.

The July 26-Aug. 6 conference in Mexico City, sponsored by the United Nations Educational, Scientific and Cultural Organization, is built around discussions of the need to develop and preserve cultural identities.

According to the U.S. State Department, the agenda includes discussion of "links between cultural policies and policies pursued in the area of education, science and communication."

The impact of the media on cultural preservation is expected to be discussed, and there may be proposals to link a new cultural order with the long-proposed new world information order, according to David Rowe, the State Department's director for UNESCO affairs.

One draft paper states that new media technologies involve "wholesale invasion by standardized cultural products" and that such activity may "encourage mediocrity . . . standardize tastes . . . distort cultural values."

Dana Bullen, executive director of the World Press Freedom Committee, said the organization had alerted broadcasters as well as the advertising community about the possible scope of the Mexico city discussions. ☐

Rawley replaces Wright as IPTC vice chairman

Joseph P. Rawley, co-publisher and general manager of The High Point (N.C.) Enterprise, has been named vice chairman of the International Press Telecommunications Council.

Rawley replaces Donald F. Wright, president and chief operating officer of the Los Angeles Times and chairman of the ANPA Telecommunications Committee, who resigned from the council. ☐

Research report explains how psychographics help

As newspaper readers become more diverse, it becomes harder for editors to learn what types of people are reading their newspapers. Surveys and reader research that try to cover all the bases can end up with results so broad and complicated that no patterns can be found.

But one newspaper researcher believes he has reduced some significant factors that describe readers to a few, easily used measurements. His findings are described in "Psychographics," which is published in ANPA News Research Report No. 34.

A second study, "Newspaper Readership and Proximity to Metropolitan Markets," also is carried in the report.

In "Psychographics," author Philip Meyer says "today's editors know . . . that a single reader stereotype is no longer sufficient. Newspapers follow a strategy of market segmentation which calls for them to appeal simultaneously to many different kinds of readers, each looking for different kinds of information and service in the newspaper."

Meyer, formerly the top researcher for Knight-Ridder Newspapers and currently a journalism professor at the University of North Carolina, describes how newspaper readers in three cities were divided into four basic categories on the basis of their responses to a few questions measuring their traditionalism and modernism.

Meyer dubbed the categories "Seekers," "Adventurers," "Worriers" and "Watchers." The four types were easily discernible when certain questions were asked in readership surveys.

Finding out how many of a newspaper's readers belong to each category could help guide an editor in changing the news product, Meyer notes. Charting the categories of readers that are not reading a particular newspaper also could point the way for possible circulation gains, he said.

In the second study, newspaper readers from 91 nonmetropolitan counties in Tennessee were surveyed to determine how those living adjacent to a metro area varied in their reading habits from those who live in areas remote from cities.

Jerry R. Lynn, a professor from Marquette University's College of Journalism, found few differences in the readers or their reading habits.

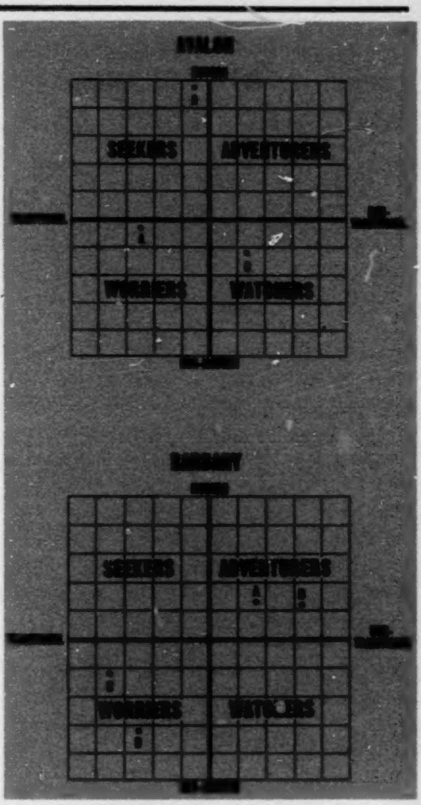
Newspaper readership was relatively high—77 percent in both adjacent and nonadjacent counties—and reader interest was strong not only for local news but also for state and national news and most editorial sections.

But both groups—while regarding newspapers as more thorough than television in news coverage—indicated they favor TV news for accuracy, timeliness, usefulness, objectivity and enjoyment.

Lynn said the results indicate newspapers should emphasize their strong suits—the perception that they are more thorough and, in some cases, more trustworthy than television—and make every effort to reduce errors.

Editors should remember that nonmetro readers like a wide range of content, not just local news and sports, he added.

Copies of the report are being mailed to ANPA members. Additional copies are available from the ANPA Public Affairs Department at The Newspaper Center in Reston, Va. ☐



Readers of newspapers A, B, C and D in cities "Avalon" and "Barbary" are categorized by psychographics.

Older readers find type size too small

A recent sample found that nearly one-third of the older people in four metropolitan areas were having some difficulty reading newspapers because of the size of the type.

Such problems have a definite effect on the choice of television over newspapers for certain types of news, according to "Eyesight Problems and Newspaper Readership," a Research Note published by the Newspaper Advertising Bureau.

The study of 322 people aged 65 or older revealed that of those reporting no problems with the type sizes of newspapers, 86 percent read them five days a week, and 70 percent spent at least 45 minutes with them daily.

In contrast, 61 percent of those who experienced difficulty because of the type size read newspapers five days per week, and only 48 percent spent 45 or more minutes reading.

Additionally, the bureau found that 41 percent of those with eyesight problems said television gave them enough detail about big news stories, while only 26 percent of those with no such problems were satisfied with TV coverage.

The results indicate people with eyesight problems may find TV coverage preferable simply because they can see the news better on a television screen than on a newspaper page, explained NAB Researcher Clyde Z. Nunn.

Older people are growing as a proportion of the overall population, Nunn noted. If newspapers want to maintain them as readers, the business should focus on the eyesight problem, he said.

Research Notes are available for 50 cents per copy from NAB, 485 Lexington Ave., New York, N.Y. 10017. ☐

presstime

The Journal of the American Newspaper Publishers Association Index 5 July 1982

index 5

subject index covering six editions from January through June 1982

ACCESS TO INFORMATION
[See FREEDOM OF THE PRESS]

ACQUISITIONS
[See NEWSPAPER OWNERSHIP]

ADVERTISING

Classified
- Two papers become first to add classified advertising to CompuServe offerings, April, p. 26
- ANPA/RI readies classified ad retrieval system, April, p. 42
- Phoney ads aim to find victims of mail fraud, May, p. 30

Co-op
- A small co-op investment can yield big returns, May, p. 15

Coupons
- Newspapers increase their market share of a record 102 billion coupons in 1981, March, p. 24

Rates
- Comment analysis underway at FTC in LA Times case, Jan., p. 31
- Comment analysis sent to FTC headquarters in LA Times ad case, April, p. 18
- Only four may decide LA Times ad case, May, p. 29

Revenue
- Bureau to change analysis method, Jan., p. 31
- November ad expenditures up 10.6 percent over 1980, Feb., p. 29
- 1981 ad spending rose 12.3 percent to $17.5 billion, April., p. 35
- January ad gains total 15.2 percent, May., p. 37

Size standards
- SAUs are (1) adjusting or (2) confusing, Jan., p. 30
- Basic-size SAU overlay available from U.S. Suburban Press Inc., Jan., p. 30
- SAU advertisements blanket North Dakota, Feb., p. 29
- SAUs' impact on ad growth still unclear, March, p. 22
- Format affects milline rates dramatically, June, p. 28
- Standard ad panel to continue study, June, p. 29

General
- ANPA comments on cigarette-ad-rule study, Jan., p. 10
- SAT-FAX steering panel OKs "mini text" concept., Jan., p. 13
- An ad campaign of newspapers, by newspapers, for newspapers, Jan., p. 32
- Ad standards book available, Jan., p. 32
- NABSCAN sold to consortium of researchers, Jan., p. 33
- SAT-FAX proceeds, Feb., p. 14
- Norma, Dandy and Athena: outstanding ad sales people, Feb., p. 29
- New study links newspaper ads, clothing purchases, Feb., p. 30
- Phone company's direct-mail ads draw ire, March, p. 13
- Rules struck down; more legal ads anticipated, March, p. 16
- INAME proposes standard format for ad rate cards, March., p. 23
- 1982 advertising projections: Newspapers can take their pick, March, p. 24
- NAB offers advertising sales seminars, March, p. 24
- Cigarette advertising hearings held in March, April, p. 14
- High court lets stand doctors' advertising ruling, April, p. 18
- Florida medical association to allow advertising by members, April, p. 18
- FTC chairman may ask Congress to exempt advertising from unfairness standard, April, p. 18
- Tennessee publisher files complaint against phone company's direct-mail ad service, April, p. 26
- Cable subscribers prefer ads subsidize cable TV than pay more for service themselves, April, p. 26
- NAB defines role it will play in government affairs arena, April, p. 34
- Paid-for political ad must be published, appeals court rules, April, p. 34
- Papers tout TV audience fragmentation, April, p. 34
- How a "national" presentation can work with local retailers, April, p. 35
- Seminars slated on selling to chain stores, April, p. 35
- K mart rep urges newspapers to offer TMC, preferably mailed, May, p. 13
- Schermer, Standen named to NAB posts, May, p. 16
- Advertisers "tell it like it is" at NAB session, May, p. 17
- United phone ends "Tele Ad" in Tennessee, May, p. 35
- ANPA statement criticizes proposal on cigarette ads, May, p. 36
- Nationwide task force gears up to market newspapers to Sears, May, p. 37
- Camel scoreboard ads now appearing in 75 newspapers, May, p. 37
- Seminar set for newspaper advertisers, May, p. 37
- Newspapers warned about ads for "800 Club" phone scheme, May, p. 64
- ANPA reiterates concern about cigarette warning, June, p. 10
- Bill would limit FTC authority over ads, June, p. 11
- Craig C. Standen: Next NAB president ready to sell newspapers as the top ad medium, June, p. 22
- In wake of paid Camel scoreboard, sports column, comic strip emerge, June, p. 28
- Papers reminded of regulations governing political ads, June, p. 28
- Three newspapers say ad index helps readers, June, p. 29
- Help-wanted index continues to decline, June, p. 29
- Study finds TV viewers miss one or more commercials, June, p. 29
- INAME members respond to survey, June, p. 29
- Nebraska ups legal-ad rate, June, p. 29
- Farewell thoughts upon leaving helm of newspaper ad bureau, June, p. 30

AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION

Board of Directors
- Board approves programs, $7.96 million budget, Jan., p. 53
- Marcil, Johnson head list of officer nominees, March, p. 56
- Board sets nine objectives for planning, March, p. 57
- ANPA elects William C. Marcil new chairman and president, May, p. 19

Committees
- News Research Committee considers operating alternatives, Jan., p. 27
- ANPA Training Committee studies ways to structure new supervisory workshop, Feb., p. 31
- House Democrat assails Reagan on press freedom at Government Affairs Committee meeting, April, p. 12
- Leased cable access, fairness doctrine among proposed ANPA study topics, May, p. 34
- ANPA committee chairmen, vice chairmen selected, May, p. 65

Convention
- Headliners to address Convention, Feb., p. 49
- Convention registration tops normal pace, March, p. 57
- This year's Convention could be record-breaker, April, p. 58
- ANPA Convention program in brief, April, p. 58
- Scenes, scents and sounds of San Francisco, April, p. 60
- An introspective Convention, May, p. 5
- Graham says newspapers are stronger but vulnerable, May, p. 7
- Future Convention schedule, May, p. 19
- Excerpts from William C. Marcil's acceptance speech as ANPA president, May, p. 25
- Cassette tapes of Convention sessions available, May, p. 25
- Convention speeches available, May, p. 25

ANPA Foundation
- Soldwedel, Copley nominated to head Trustees, April, p. 61
- Soldwedel elected chairman of Trustees, May, p. 25

ANPA services
- Savings realized on shipments, Feb., p. 49
- Car rental discount increased, March, p. 58
- Labor negotiation data available, May, p. 66
- Mailroom problem? Call for TAS, June, p. 41
- Department helps training efforts, June, p. 46

New Members
- Jan., p. 53; Feb., p. 49; March, p. 58; April, p. 61; May, p. 66; June, p. 46

Personnel
- Hanson becomes counsel emeritus; Maguire moves up, Jan., p. 54

Production Management Conference
- 1982 Conference to provide look at likely trends, Feb., p. 40
- Conference headquarters hotels named, March, p. 43
- "Media in Motion" is Conference theme, April, p. 43
- Preview of Conference exhibits, May, p. 43
- Production Conference opens June 19 in Dallas, June, p. 38
- Program of 54th annual Conference, June, p. 38

Publications
- ANPA Foundation publishes second intern manual, Feb., p. 28
- New "Free Press/Fair Trial" book printed, April, p. 17
- Newspapers again largest employer, new "Facts" book shows, May, p. 58
- Poll, survey guide available, June, p. 45

General
- Notice of Annual Meeting of Members of ANPA, Inc., April, p. 59

ANTITRUST

General
- Judge rules part of NAB's voluntary Television Code violates antitrust law, April, p. 18
- Two Canadian newspaper groups must stand trial in antitrust case, June, p. 44

BOOKS

General
- Crisis reporting examined in depth, Feb., p. 48
- New college text focuses on features, Feb., p. 48
- Directory has facts on papers' libraries, Feb., p. 48
- Essays deal with misconceptions, March, p. 58
- Writing begins before typing, March, p. 58
- Winning graphics compiled by group, March, p. 58
- A look into the future with new technology, April, p. 55
- Charting the changes in world communications, April, p. 55
- Photojournalism/6 looks back at 1980, April, p. 55
- World Press Encyclopedia surveys 180 countries, May, p. 66
- Newspaper applications of antitrust law explored, May, p. 66
- Media impact on politics, society described, May, p. 66

BUSINESS AND FINANCE
[See NEWSPAPERS]

CIRCULATION
[See also POSTAL AFFAIRS]

Carriers
- Justice Department files brief supporting Kansas City Star Co. in independent contractor case, Jan., p. 11
- Kansas City Star Co. ordered to pay $2.5 million, March, p. 16
- Moratorium prohibiting IRS from reclassifying independent contractors to expire, April, p. 14
- Court awards $100,000 to carrier for accident, April, p. 17
- Newspaper comments filed on contractor bill, June, p. 11

Delivery
- Earlier deadline pays off with higher street sales, April, p. 41
- Newspapers bowing out of alternate delivery, June, p. 32

Prices
- Most North American dailies now sell for 25 cents, March, p. 36
- Inflation outpaces newspaper hikes, March, p. 37
- Chattanooga papers follow Pennsylvania daily in price cut, April, p. 41

General
- Small newspaper's telephone drive nets 1,000 subscribers, Jan., p. 26
- Building subscriber file described in new manual, Jan., p. 26
- New survey shows increase in dailies owning shoppers, Feb., p. 23
- Newspapers localize circulation booklet, Feb., p. 23
- Newspaper Readership Project training kit available for district managers, Feb., p. 23
- New NAB study explores penetration vs. coverage, March, p. 36
- Denver papers fight city tax on circulation, March, p. 37
- ABC board adopts language clarifying separate editions, April, p. 41
- K mart rep urges newspapers to offer TMC, preferably mailed, May, p. 13
- Dallas dailies say rivalry benefits both, May, p. 15
- Papers must target readers, circulation panelists tell clinic, May, p. 16
- Denver court asked to overturn city's tax on newspaper sales, May, p. 48
- ANPA, ICMA honor 21 newspapers for driving records, May, p. 48
- Marketing and efficiency to be symposium's focus, May, p. 48
- Collections in plastic age, May, p. 49
- Two academic programs for circulation advance, May, p. 49
- Six part-timers pull in 1,000 new subscribers, June, p. 32

— Philadelphia, New York, D.C. dailies gain, June, p. 33
— Dallas competition spurs record circulation growth, June, p. 33

EDUCATION

High school journalism

— Budget crunch affects high school newspapers in varying ways, Feb., p. 27
— New Mexico press plans newspaper career week, Feb., p. 27
— Writing, photography winners announced, April, p. 33
— Workshop for teachers set on aiding students' writing, April, p. 33
— "Magnet" schools offer courses in journalism, communications, May, p. 40
— Four high school journalists win writing contest, June, p. 25

Journalism education

— Budget cuts will affect fellowships for journalists, Jan., p. 24
— Hard times hit J-programs; 1 dies, others retrench, Feb., p. 26
— Journalism enrollments level off, Feb., p. 26
— Program planned on J-education support, Feb., p. 28
— ANPA Foundation publishes second intern manual, Feb., p. 28
— Gannett Foundation awards grant to Canadian J-school for journalism textbook, Feb., p. 28
— New publication lists scholarships, March, p. 33
— Fewer J-graduates finding work at dailies, April, p. 32
— Northwestern withdraws bid for reaccreditation of Medill graduate school, April, p. 33
— Summer intern programs diminishing, June, p. 24
— Accrediting council returns voting majority to educators, June, p. 25

Minorities

— Eight more minority fellowships awarded by ANPA Foundation, March, p. 33
— Budget cuts could impede minority hiring, April, p. 32
— Intern sponsors sought for minority program, April, p. 33
— Minority job service moves to California, June, p. 24
— Foundation offers minority fellowships, June, p. 25

Newspapers in Education

— South African newspapers show interest in starting NIE programs, Jan., p. 33
— 1982 Newspaper in Education Conference set for March 24-26 in Nashville, Tenn., Feb., p. 28
— Foundation bibliography lists numerous materials from NIE programs, Feb., p. 28
— Virginia endorses NIE program, Feb., p. 28
— University of Miami will award first NIE college degree, March, p. 32
— Union City, N.J., school board cancels papers in NIE program, March, p. 32
— Reading expert hits current way of instruction, May, p. 42
— School board hears favorable NIE report, May, p. 42
— Union City school board hears favorable NIE report, May, p. 42

General

— Award plaques again available to members, Jan., p. 33
— New York State Newspaper Foundation awards grant to Literacy Volunteers, Feb., p. 28
— Two academic programs for circulation advance, May, p. 49
— Lee estate gives College of William & Mary funds to establish Bill of Rights institute, May, p. 63

EMPLOYEE RELATIONS

Arbitration: discharge, discipline cases

— Arbiter sustains discharge for absenteeism, Jan., p. 37
— Arbiter upholds company's right to impose disciplinary suspensions without consulting union, Jan., p. 37
— Arbiter rescinds discharge for drunken acts, Feb., p. 36
— Arbiter denies company's request to examine minutes of union meetings, Feb., p. 36
— Arbiter rescinds suspension for mail clerk, Feb., p. 36
— Arbiter converts discharge of mailer to suspension, Feb., p. 36
— Arbiter rules retired mailer could not be barred from working part-time, Feb., p. 36
— Arbitrator overturns disciplinary suspension, March, p. 46
— Arbiter reinstates composing room employee, March, p. 46
— Arbitration board upholds paper in case marked by "great tragedies," April, p. 39
— Arbiter sustains discharge for absenteeism, April, p. 40
— Arbiter upholds suspension of machinist for lying, April, p. 40
— Arbiter upholds discharge for computer operator's error, May, p. 52
— Arbiter sustains discharge for absenteeism, May, p. 55
— Arbiter upholds suspension of circulation manager for putting carriers on routes without obtaining signed contracts, May, p. 55
— Arbiter orders paper handler reinstated with back pay, June, p. 37

Arbitration: Interpretive disputes

— Arbiter sets terms of new labor agreement, Jan., p. 37
— Arbiter rules newspaper not obligated to provide dental insurance, Jan., p. 37
— Arbiter finds newspaper did not violate labor agreement by assigning stereotypers to work in machinists' area, Jan., p. 37
— Arbiter rules paper required to pay interest on retroactive cost-of-living wage adjustments, Jan., p. 37
— Arbiter holds photographer entitled to extended probation, Jan., p. 37
— Arbiter rules printing company did not violate agreement by refusing to hire replacement, Jan., p. 37
— Arbiter holds company did not violate agreement by requiring newsprint be stripped in pressroom, Jan., p. 37
— Arbiter rules company's last offer in news-contract arbitration shall constitute wage and fringe issues, Feb., p. 36
— Arbiter holds company violated practice when it changed payroll period for work performed by editorial employees, Feb., p. 36
— Arbiter rules supervisors in advertising department to continue performing work, Feb., p. 36
— Arbiter rules company violated labor agreement by refusing to allow data processing employee to schedule vacation during last two weeks of 1981, Feb., p. 36
— Arbiter rules dispute over hiring and assignment of employee moot, Feb., p. 36
— Arbiter rules printer must be competent in ad and page makeup, Feb., p. 36
— Arbiter rules exemption from "modified union security clause" properly claimed by new employee, Feb., p. 36
— Arbiter resolves wage and fringe benefit issues in labor agreement, March, p. 46
— Arbiter upholds union in dispute about typesetting classified display advertising, March, p. 46
— Arbiter rules company violated agreement over holiday, March, p. 46
— Arbiter awards Washington Star employees compensation for insufficient closing notice, April, p. 38
— Arbiter rules paper properly paid printers, April, p. 40

- Arbiter holds pressmen not entitled to vacation pay, April, p. 40
- Arbiter rules printers not entitled to vacation pay during strike, April, p. 40
- Arbiter rules newsroom employees should be credited for wage-step increases during strike period, April, p. 40
- Arbiter rules paper to pay union to settle scheduling dispute, April, p. 40
- Arbiter rules in wage arbitration, April, p. 40
- Arbiter rules pressman not entitled to severance pay, April, p. 40
- Arbiter finds paper properly deducted excess sick pay, April, p. 40
- Arbiter rules Cincinnati Post printers who reported for work at the Enquirer shortly after the papers entered a joint operating agreement had priority over other former Post printers, May, p. 54
- Arbiter finds labor agreement does not require union to file formal grievance, May, p. 54
- Arbiter holds union did not have jurisdiction over electronic advertising markup and layout system, May, p. 54
- Arbiter agrees that pay classification should be upgraded retroactively, May, p. 54
- Arbiter denies union grievances concerning transfer of photographers, May, p. 54
- Arbiter finds company did not violate labor agreement when it reduced number of mailers, May, p. 55
- Arbiter rules on "outside activities" labor agreement clause, May, p. 55
- Arbiter upholds union on issues involving payment of overtime, May, p. 55
- Arbiter rules paper not required to pay "call-in" premium to machinists, May, p. 55
- Arbiter rules union did not have jurisdiction over work performed on VDTs, May, p. 55
- Arbiter finds company did not violate labor agreement by refusing to pay part-time employees for holidays not worked, June, p. 37
- Arbiter upholds paper over pay for employees when they temporarily replace circulation managers, June, p. 37

Contract settlements
- Baltimore News American, Teamsters, Jan., p. 34
- Baltimore News American and Baltimore Sun, GAIU, Jan., p. 34
- Houston Chronicle and Houston Post, GAIU, Jan., p. 34
- Indianapolis Star and News, Guild, Jan., p. 34
- Indianapolis Star and News, independent union, Jan., p. 34
- Atlanta Constitution and Journal, ITU, Feb., p. 35
- Boston Globe, IPGCU, ITU, Feb., p. 35
- Memphis (Tenn.) Commercial Appeal and Press-Scimitar, GAIU, ITU, Feb., p. 35
- Baltimore Sun, Guild, March, p. 47
- Dallas Times Herald, ITU, March, p. 47
- Seattle Post-Intelligencer and Seattle Times, ITU, March, p. 47
- Atlanta Constitution and Journal, IPGCU, April, p. 38
- Boston Globe, independent union, April, p. 38
- Denver Post, IPGCU, April, p. 38
- Detroit Free Press, IPGCU, April, p. 38
- Roanoke (Va.) Times & World News, IPGCU, April, p. 38
- Rocky Mountain News, Denver, GAIU, May, p. 53
- Rocky Mountain News, Denver, IPGCU, May, p. 53
- Milwaukee Journal and Sentinel, ITU, May, p. 53
- St. Louis Globe-Democrat, Guild, May, p. 53
- Atlanta Constitution and Journal, ITU, June, p. 37
- Cincinnati Enquirer, IPGCU, June, p. 37
- Dallas Morning News, ITU, June, p. 37
- Seattle Times, Teamsters, June, p. 37

Court decisions
- Supreme Court upholds NLRB on "confidential" employees, Jan., p. 36
- Supreme Court limits withdrawal from multiemployer pact, Feb., p. 33
- Court finds union liable for damages to Seattle Times, Feb., p. 34
- Judge denies union bid for injunction against newspaper, Feb., p. 35
- Wilkes-Barre paper is cleared to sue four unions over rival daily, Feb., p. 35
- Court orders newspaper to reinstate two workers, May, p. 55
- Supreme Court upholds seniority systems, May, p. 55
- Solicitors not covered by wage-hour law, June, p. 36
- Court denies strikers unemployment pay, June, p. 37

Equal Employment Opportunity Commission
- Colorado lawyer named to job-bias commission, Feb., p. 35
- New EEOC head named, March, p. 48
- Senate confirms Clarence Thomas as EEOC chairman, June, p. 36

NLRB decisions
- Judge says weekly must bargain with Guild over initial contract, Jan., p. 35
- New York daily upheld on wage policy during bargaining, Jan., p. 36
- NLRB judge says newspaper legally reprimanded reporter, Feb., p. 34
- Labor agreement between Seattle P-I and union held lawful, Feb., p. 34
- NLRB judge finds restriction of union steward violated act, March, p. 46
- NLRB judge finds for mailer, March, p. 47
- Daily appeals to NLRB over right to drop column, April, p. 38
- Circulation district managers excluded from Guild coverage, April, p. 40
- NLRB judge finds firing did not violate labor law, May, p. 53
- Board orders union to withdraw work claim, May, p. 53
- NLRB finds driver lawfully dismissed for job infraction, May, p. 54
- NLRB finds discharge lawful, May, p. 55
- Reprimand of reporter did not break labor law, NLRB rules, May, p. 55
- NLRB law judge recommends reinstatement of fired reporter, June, p. 35
- Board denies Guild position, June, p. 35
- NLRB asks rehiring of strikers, June, p. 36

Personnel relations
- How to hire staff for electronic publishing ventures, Jan., p. 38
- Madelyn P. Jennings: Personnel pathfinding requires road work, Feb., p. 24
- Benefit plans aim to smooth retirement, March, p. 4
- Glossary of pension terms, March, p. 5
- From retirees: contentment, anxiety, resentment, March, p. 11
- Formal pay plans benefit employees and papers, May, p. 50
- Fitness craze arrives at a few papers, June, p. 34

Representation elections
- Springfield (Ill.) State Journal-Register, ITU, Jan., p. 36
- Stroudsburg (Pa.) Pocono Record, IPGCU, ITU, Jan., p. 36
- Bangor (Maine) Daily News, Guild, Feb., p. 35
- Shreveport (La.) Newspaper Production Co., ITU, Feb., p. 35
- Tulsa (Okla.) Newspaper Printing Corp., ITU, Feb., p. 35
- Atchison (Kan.) Daily Globe, ITU, March, p. 47

— Johnstown (Pa.) Tribune-Democrat, ITU, March, p. 47
— Unions reverse trend, increase NLRB victories, March, p. 47
— Newport News (Va.) Daily Press and Times-Herald, CWA, May, p. 53
— Redding (Calif.) Record Searchlight, ITU, May, p. 53
— Wakefield (R.I.) Wilson Publishing Co., Guild, May, p. 53
— Anchorage (Alaska) Daily News, IPGCU, June, p. 36
— Des Moines (Iowa) Register and Tribune, Service Employees, June, p. 36
— Sarasota (Fla.) Herald-Tribune and Journal, ITU, June, p. 36

Strikes
— Strike activity remained low in 1981, Feb., p. 32
— North American daily newspaper strikes, 1960-81, Feb., p. 33
— Indiana strike ends, newspapers appeal NLRB ruling on jobs, March, p. 48
— Delivery of The New York Times resumes, April, p. 39
— Walkouts hit three Canadian papers, May, p. 54
— TV pickets cause delay in delivery of newspaper, May, p. 54
— Strike insurance premiums reduced 25 percent, June, p. 44

Union organization and policy
— ITU members OK Guild-merger plan, Jan., p. 34
— Agreement on wage rollback keeps Michigan daily open, Jan., p. 36
— Telecommunications raises new labor issues, March, p. 44
— Vancouver unions stage "sit-in" job action, March, p. 48
— Guild cites "growing concern" over alleged age discrimination, April, p. 30
— Newspaper unions talk merger again, April, p. 37
— Detroit newspaper unions reject opening contracts, April, p. 37
— Guild seeks VDT work-break language, April, p. 36
— Brown re-elected GAIU head, April, p. 38
— Guild and ITU agree to continue meetings, May, p. 55
— Members of five unions agree to defer pay increases at British Columbia daily, May, p. 55

General
— ABA to sponsor seminar on media labor law, Jan., p. 11
— Labor Dept. sues daily about overtime pay, Jan., p. 35
— "Reel tender" job category agreed to by IPGCU, Jan., p. 36
— Transfer from labor beat upheld in Canada, Feb., p. 33
— Chris Davies: Broad experience benefits Toronto Star's chief negotiator, March, p. 25
— Revised seminars in labor relations set for managers, March, p. 47
— ANPA asks to submit brief before NLRB on libel issue, March, p. 48
— NLRB's interest rate on back pay awards now 20 percent, March, p. 48
— Newsday settles bias suit brought by female workers, April, p. 40
— ITU no longer represents mailers in Lexington, Ky., June, p. 36
— "Hold harmless" clause urged for contracts, June, p. 41
— New York Daily News meets with unions, June, p. 45

ENERGY

Gasoline rationing/conservation
— Oil allocation veto upheld, April, p. 13

FIRST AMENDMENT

First Amendment Congress
— First Amendment group schedules seminar, April, p. 31
— First Amendment forum probes implications of new technology, June, p. 18

General
— Should newspapers support First Amendment rights for broadcasters? April, p. 28
— Editors back broadcasters' rights, June, p. 19

FREEDOM OF THE PRESS
[See also WORLD PRESS]

Access to information
— Access to information requires press vigilance at state and local levels, Jan., p. 4
— FOIA revisions begin moving through Senate, Jan., p. 9
— ANPA forms group to coordinate on FOIA, Jan., p. 9
— Teacher-turned-reporter finds doors to news frequently closed, Jan., p. 22
— Senators listen to FOIA appeals by Strategy Group, March, p. 14
— Minnesota subcommittee OKs uniform information code, March, p. 14
— ANPA, other press groups file brief asking high court to release documents to The Washington Post, March, p. 16
— California pretrial hearing bill rider to provide right of access, March, p. 16
— ANPA criticizes secrecy classification, March, p. 17
— Defense Department gives reporter most of disputed FOI request, March, p. 31
— Agent identities bill enactment assured after Senate passage by 90-6 vote, April, p. 14
— Speaker O'Neill indicates delay in calling up FOIA amendments, May, p. 8
— CIA deputy calls secrecy vital, May, p. 18
— Is open government ending? May, p. 36
— New plan to amend FOIA unveiled, May, p. 36
— New Senate committee bill saves core of FOIA, June, p. 10
— Conference report emphasizes press not target of agents bill, June, p. 11

Confidential source/reporter's shield
— New York Times and reporter Myron Farber pardoned, Feb., p. 17
— California paper plans appeal in confidential-information case, May, p. 29
— New Jersey Supreme Court upholds shield law, broadens libel protection, June, p. 13

Courtroom closures
— ANPA opposes guidelines for closing courts, Feb., p. 17
— ANPA, other press groups file brief on courtroom closure, Feb., p. 17
— California governor to sign bill abolishing statute requiring judges to close pretrial hearings at request of defendants, March, p. 16
— High court refuses to hear two closed courtroom cases, April, p. 17
— California governor signs bill giving judges discretion when defendants ask pretrial hearings be closed, April, p. 17
— Court rules judge improperly barred paper from hearing, May, p. 29

Libel
— Two libel cases settled out of court, Jan., p. 11
— Louisiana high court rules public official cannot recover damages in libel suit, Jan., p. 11
— Montreal paper appeals award for "moral damages," Jan., p. 11

- — Oklahoma high court overturns libel judgment, Feb., p. 17
- — ANPA asks to submit brief before NLRB on libel issue, March, p. 48
- — Bankruptcy court to decide ownership of Alton Telegraph, April, p. 16
- — Terms of Alton settlement surface, May, p. 25
- — Tentative pact would settle $9.2-million Alton libel case, May, p. 28
- — Penthouse magazine cleared in major libel case, June, p. 13
- — New Jersey Supreme Court upholds shield law, broadens libel protection, June, p. 13

Media search

- — Georgia paper drops suit against investigators, May, p. 28
- — Bermuda's only daily stung by police search, June, p. 13

Prior restraint

- — U.S. press, Canadian courts clash over news coverage, April, p. 17
- — Reporter pleads not guilty to violating Canadian Criminal Code, May, p. 29

Voluntary guidelines

- — Press groups fight "voluntary" court guidelines, April, p. 16
- — ANPA, others urge Supreme Court to hear guidelines case, May, p. 29
- — Court rejects *Swedberg*, rules 9-0 against Post, June, p. 12
- — Editors back broadcasters' rights, adopt position on press-bar guidelines, June, p. 19
- — Press must reconsider "voluntary" guidelines in wake of *Swedberg*, June, p. 23

General

- — More changes urged in criminal code overhaul, Jan., p. 9
- — Canada's constitution to recognize free press, Jan., p. 52
- — Photography exposed to many legal and ethical concerns, Feb., p. 22
- — ANPA opposes proposed revisions to ABA policies regarding cameras in the courtroom, March, p. 16
- — House Democrat assails Reagan on press freedom, April, p. 12
- — Press concerns addressed in bill to reform criminal code, April, p. 13
- — New "Free Press/Fair Trial" book printed, April, p. 17
- — Supreme Court urged to overturn use tax; oral arguments heard in two press cases, May, p. 28
- — Judge dismisses lawsuit against The Washington Post in "Jimmy" case, May, p. 29
- — Lee estate gives College of William & Mary funds to establish Bill of Rights institute, May, p. 63
- — Canada's new constitution guarantees press freedoms, May, p. 63
- — Code bill may be dead, June, p. 11

GOVERNMENT AFFAIRS

Government/legal roundup

- — Feb., p. 10
- — May, p. 26

General

- — FTC reorganization takes effect, Feb., p. 16
- — Reagan renominates Washington attorney for FTC seat, March, p. 17
- — NAB defines role it will play in government affairs arena, April, p. 34
- — Speaker O'Neill indicates delay in calling up FOIA amendments, May, p. 8
- — Regan blames Congress for delay in recovery, May, p. 8
- — Gen. Jones puts freeze on ice, May, p. 23
- — Why we are players in government arena, May, p. 39

LABOR

[See EMPLOYEE RELATIONS]

LIBEL

[See FREEDOM OF THE PRESS]

NEWS EDITORIAL

Features

- — "Courses by Newspaper" to focus on food, people, Jan., p. 48

General

- — Editors vs. syndicates, Jan., p. 16
- — Electronic news: You'll pay more, Jan., p. 21
- — Teacher-turned-reporter finds doors to news frequently closed, Jan., p. 22
- — Pulitzer board makes procedural changes, Jan., p. 23
- — Budget cuts will affect fellowships for journalists, Jan., p. 24
- — News photography zooms in on electronic age, Feb., p. 20
- — Photography exposed to many legal concerns, Feb., p. 22
- — Survey conducted on investigative reporting, Feb., p. 23
- — Secret Service discontinues issuing national press passes, Feb., p. 23
- — Reagan orders crackdown on "leaks" Feb., p. 23
- — Meet the media elite, March, p. 26
- — Press battles questions over domestic terrorism, March, p. 28
- — Chicago Sun-Times standards for coverage of terrorism, March, p. 29
- — Administration revises guidelines on press interviews, March, p. 31
- — Digest offers innovative editorial tips, March, p. 52
- — Times considers lawsuit over false article, April, p. 30
- — Isaacs tells ways to foster public's belief in media, April, p. 30
- — Newspaper covering World's Fair are urged to make reservations early, April, p. 55
- — Panelists dismantle the editing process, May, p. 9
- — Executives lectured on "human side" of publishing, May, p. 22
- — Traveling newspaper minstrels lend expertise to tough jobs, May, p. 60
- — ASNE Minorities Committee concludes: Prospects for ultimate success in newsroom integration "bleak," June, p. 20
- — ASNE receives grant for study of ethics, June, p. 21
- — Four news-staff mergers continue last year's trend, June, p. 21

NEWSPAPER OWNERSHIP

Acquisitions/mergers/new dailies/suspensions

- — Recent acquisitions: Feb., p. 48; April, p. 55; May, p. 63
- — Tribune Co. says New York Daily News is for sale, Jan., p. 26
- — Gannett gives USA TODAY the go-ahead, Jan., p. 50
- — "Conservative" daily announced for D.C., Jan., p. 50
- — Sheriff's sale set for assets of closed Jeannette, Pa., daily, Jan., p. 51
- — A "30" for Philadelphia Journal, Jan., p. 51
- — Fulton, Mo., now just another town with one newspaper, Jan., p. 51
- — Interest shown in Bulletin, News, Feb., p. 48
- — Sheriff's sale blocked, Feb., p. 48

- FTC seeks information about The Washington Post's purchase of Time-owned Washington Star printing plant, March, p. 17
- Tax policies seen as key force behind newspaper acquisitions, March, p. 52
- An epitaph: "In Philadelphia, nobody reads The Bulletin," March, p. 53
- Des Moines/Minneapolis merger hits snag, March, p. 54
- Pioneer Newspapers group dissolves, March, p. 54
- Southam launches Airnews, March, p. 54
- News World Communications announces May start-up for The Washington Times, April, p. 53
- Minneapolis Star, Tribune being merged, April, p. 53
- States News Service sale approved, April, p. 55
- New York News wins reprieve from Tribune Co., May, p. 63
- Wall Street Journal plans new edition in Europe, May, p. 63
- Gannett, NY Times announce plans for "nationals," May, p. 64

Joint operating agreement
- Justice Department urges denial of Seattle pact, Jan., p. 10
- Next-to-the-last hurdle cleared in bid for Seattle joint pact, Feb., p. 16
- Two briefs urge Smith to reject Seattle merger, March, p. 17
- Judge closes docket on California papers' agreement; Honolulu papers go to court, May, p. 29
- Supreme Court upholds decision against daily, June, p. 12

Media concentration
- Canadian minister blasts Kent report critics, Jan., p. 52
- Independent dailies growing fewer, all sources agree, May, p. 59

General
- Hoiles seeks Freedom breakup, May, p. 59

NEWSPAPERS

Business and finance
- FTC suspends collection of data for line-of-business reports, Jan., p. 11
- ANPA Credit Bureau saves subscribers $500,000, Jan., p. 48
- Massachusetts publisher drops appeal, agrees to file financial reports, March, p. 17
- Even tough newspapers have a heart, March, p. 49
- Demise of a newspaper doesn't always mean one less charity, March, p. 50
- Trenton Times reverses losses, rebuts charge its news suffers, April, p. 31
- INCFO updates manual on internal control, audit, April, p. 53
- Massachusetts paper opening office in shopping mall, April, p. 55
- Philadelphia, New York, D.C. dailies gain, June, p. 33
- Thirteen newspaper firms tracked by analyst posted a good year, June, p. 44
- Strike insurance premiums reduced 25 percent, June, p. 44
- Denver Post stock suit settled, June, p. 45

Circulation [See CIRCULATION]

Electronic technology
- Advances in technology provide feasible means of remote printing, Jan., p. 44
- Two more dailies buy pagination systems, Jan., p. 44
- Electronic publishing: How to use it and why, Feb., p. 25
- Layout-80 software now at 17 newspapers, Feb., p. 43
- Canadian daily sees the light with fiber optics, March, p. 43
- Camera-control device operating at Institute, March, p. 43
- ANPA/RI readies classified ad retrieval system, April, p. 42
- Sony unveils printer for filmless Mavica, April, p. 43
- Users like Layout-80; enhancements coming, April, p. 44
- Consultant Retrieval Service now available to assist newspaper libraries, April, p. 55

Equipment/machinery/processes
- ANPA/RI receives processor, imager, Jan., p. 45
- Papers using more recyclable glues, Feb., p. 41
- Ink-tank motor drives recycling system, Feb., p. 42
- Testing equipment purchased by ANPA/RI, March, p. 42
- Compugraphic notifies customers: parts, service cutback coming, April, p. 43
- Research facility to receive gift of color separator, May, p. 46
- AM International seeks Chapter 11 reorganization, May, p. 46
- Virginia daily builds own terminals, May, p. 47
- Automation knocks at mailroom door, June, p. 4
- There may be a robot in your future mailroom, June, p. 6
- Compugraphic Corp. now says it will service equipment, June, p. 41
- New England production conference set, June, p. 41

Forecasts
- Newspaper economics keyed to inflation rate, Jan., p. 29
- Most newspapers expect so-so 1982, Jan., p. 46
- A change in definition disrupts years of economic analysis, Jan., p. 48

Minority employment
- Minorities Committee concludes: Prospects for ultimate success in newsroom integration "bleak," June, p. 20

Personnel
- Robert W. Chandler: giving a small town big-town journalism, Jan., p. 28
- Madelyn P. Jennings: personnel pathfinding requires road work, Feb., p. 24
- Chris Davies: Broad experience benefits Toronto Star's chief negotiator, March, p. 25
- William C. Marcil: Nominee for ANPA presidency is electronic publishing pioneer, April, p. 27
- Stepping down from Family Weekly, May, p. 25
- Polly Lowman: Her paper blossoms, she harvests acclaim, May, p. 38
- Traveling newspaper minstrels lend expertise to tough jobs, May, p. 60
- Craig C. Standen: Next NAB president ready to sell newspapers as the top ad medium, June, p. 22

Printing/presses
- $6,000 web width reduction yields 6-digit payoff, Jan., p. 43
- ANPAPRESS patent granted, Jan., p. 43
- Putting the quietus on press noise problems, Feb., p. 40
- Non-petroleum ink patent is sought, Feb., p. 40
- Paper installs own oil pressure light on small press, Feb., p. 42
- Seminar on press options scheduled for March, Feb., p. 42
- Press conversion companies battle over agreement, Feb., p. 43
- FTC seeks information about The Washington Post Co.'s purchase of Time-owned Washington Star printing plant, March, p. 17
- Newspaper does own conversion to anilox inking, March, p. 42
- Printing network working for Gannett, April, p. 43

- — Non-petroleum-based "ANPAINK" developed, offered to ink firms, April, p. 46
- — Metro Contest winners announced, May, p. 45
- — Double-width, color offset press provided to ANPA by M.A.N.-Roland, May, p. 46
- — High costs, lack of improvements main concerns at press meeting, May, p. 47

Publishing schedules

- — Helping smaller papers: Conversion to daily requires research, planning promotion, Feb., p. 46
- — List of U.S. non-dailies converted to dailies, Feb., p. 46
- — 1981 scoreboard shows nine new dailies but 15 defunct ones, Feb., p. 47
- — North Carolina paper drops Saturday edition, March, p. 54
- — Denver Post to join a.m. parade, but two papers go p.m., April, p. 50
- — Sunday Cleveland Press delivered on Saturday, June, p. 45

General

- — Forms for spending survey to be distributed this month, Jan., p. 45
- — Newspapers of all sizes find they share common problems, Jan., p. 49
- — Panel studying smaller Sunday magazine formats, Jan., p. 52
- — New survey shows increase in dailies owning shoppers, Feb., p. 23
- — Two alleged Klansmen arrested in shooting at black weekly, March, p. 53
- — Newspapers ponder course for "decade of the Hispanic" April, p. 47
- — Some thoughts on Pulitzer juries, low-power TV, corrections, SAUs for smaller papers, April, p. 54
- — Philadelphia Bulletin retains ANPA Credit Bureau, April, p. 55
- — Graham says newspapers are stronger but vulnerable, May, p. 7
- — Dallas dailies say rivalry benefits both, May, p. 15
- — Counting newspapers is an inexact science, May, p. 58
- — Newspapers again largest employer, new "Facts" book shows, May, p. 58
- — Bangor Daily News makes employee cuts, May, p. 63
- — The "bulky" newspaper is a welcome burden, June, p. 42

NEWSPRINT

Consumption

- — Consumption climbs; newspapers' use lags, Jan., p. 42
- — 1981 consumption in U.S. was second-highest ever, Feb., p. 44
- — 1982 seen as no-growth period for U.S. newsprint consumption, March, p. 40
- — Total consumption up, U.S. daily use declines, April, p. 56
- — Usage by U.S. dailies declines again in March, May, p. 57

Labor

- — One 1981 contract remains to be negotiated, Jan., p. 41
- — Labor negotiations begin this spring in Eastern Canada, Feb., p. 45
- — Most mills signed three-year pacts in 1981 negotiations, March, p. 41
- — Talks begin at Canada mills as contracts expire this month, April, p. 57
- — Paperworkers take strike vote as Abitibi-Price talks break off, May, p. 56
- — Paperworkers vote on "final" Abitibi offer, June, p. 31

Machines and mills: shutdowns/start-ups/expansions

- — New mill opens in Maine; NY Times is partner, Feb., p. 45
- — Sunbelt Forest Products suspends plans to build newsprint mill, March, p. 40
- — MacMillan Bloedel may slow down machines at Port Alberni, March, p. 40
- — Ontario Paper Co. starts up de-inking plan, March, p. 40
- — Reed International agrees to purchase St. Regis Paper Co.'s newspaper operation, March, p. 40
- — Crown Zellerbach Canada Ltd. puts in production newsprint machine, May, p. 56
- — Donohue Normick Inc. begins production at new newsprint mill, May, p. 56
- — Donohue Inc. to convert two newsprint machines, May, p. 56
- — Wilbert Associates of Connecticut and U.S. construction firm studying feasibility of building newsprint mill, May, p. 56

Price increases

- — More price boosts announced; Consolidated rolls back U.S. hike, Jan., p. 40
- — Two British Columbia manufacturers to increase prices for U.S. customers, Feb., p. 45
- — Soldwedel laments newsprint price hikes, March, p. 39
- — Some companies deferring price increase, May, p. 56

Pulp substitutes

- — Kenaf study expected this month, Feb., p. 45
- — Consultants "SaLUT" Kenaf's newsprint potential, March, p. 38
- — In colder climes, stick to alfalfa, March, p. 39
- — "Kenaf—Seed to Read" conference will hear from experts on all sides, March, p. 39
- — Daily newspaper, researchers, SaLUT form team to study use of Kenaf for paper, April, p. 57
- — Kenaf meeting stirs global interest, April, p. 57
- — "Seed to Read" conference concludes busy week, May, p. 25

General

- — There are two ways to weigh newsprint: Buy a scale, or get ANPA/RI to handle it, Jan., p. 40
- — Newsprint capacity growth for 1982-86 forecast at 1.6 million tons, Jan., p. 41
- — Minnesota high court rules on newsprint tax, Feb., p. 17
- — U.S. capacity growth in 1980-81 exceeded total gain in prior 10 years, Feb., p. 45
- — Financial report of paper companies for 1981, March, p. 40
- — Newsprint donated to ANPA Research Institute, March, p. 42

NEWS RESEARCH

General

- — News Research Committee considers operating alternatives, Jan., p. 27
- — Letter writers found in line with public on issue of ERA, Jan., p. 27
- — Study compares blacks' reactions to papers, Jan., p. 27
- — A struggle with the news research puzzle, Feb., p. 4
- — A primer for conducting focus-group research, Feb., p. 8
- — In-house computer software can facilitate data analysis, Feb., p. 37
- — New law's tax credit not for news research, Feb., p. 48
- — New study indicates press is out of touch, pessimistic, June, p. 26
- — Need for research analysis is stressed, June, p. 27

OSHA
(Occupational Safety and Health Administration)
[See SAFETY/HEALTH]

POSTAL AFFAIRS

Rates
- Higher rates may boost subscriber prices, Feb., p. 15

General
- Newspapers disagree on extent of threat from "marriage mail," Feb., p. 15
- New USPS rules would blur 2nd-, 3rd-class mail distribution, March, p. 15
- Six-day delivery promised despite cuts, March, p. 15
- Ways to meet mail threat, March, p. 51
- USPS retains paid-subscriber, "requester" rules, April, p. 15
- Phoney ads aim to find victims of mail fraud, May, p. 30
- Additional postal improvements urged, May, p. 30
- "Marriage mail" seminar slated May 25 in Dallas, May, p. 30

PRESS ORGANIZATIONS
[See also ANPA]

Changes in command
- March, p. 53; June, p. 45

General
- Acquisition of UPI in limbo, Jan., p. 52
- National Public Radio proposes UPI plan, Feb., p. 47
- IPTC to meet June 1-4 in West Germany, April, p. 26
- Four journalists win 1982 ASNE awards, April, p. 31
- Digest of newspaper editorial innovations compiled by ASNE, April, p. 31
- SPJ, SDX moves toward name change, April, p. 31
- National Public Radio drops UPI plan, April, p. 54
- AP will decide case-by-case on electronic use of news copy, May, p. 10
- Schermer, Standen named to NAB posts, May, p. 16
- Beaton says UPI trimming losses, adding services, May, p. 18
- INPA adds Pacific Division, May, p. 59
- ASNE receives grant for study of ethics, June, p. 21

RAILROADS
[See TRANSPORTATION]

READERSHIP

Newspaper Readership Project
- Research workshops offered in regions, March, p. 41

General
- A primer for conducting focus-group research, Feb., p. 8
- Firms use industry guidelines in new readership studies, March, p. 41
- Editor uses cable to talk with readers, April, p. 19
- Canadian daily readership put at 60 percent of adults, April, p. 19
- Scarborough, Simmons proceed with plans for separate studies, May, p. 49
- Researcher details "high-level" readership, May, p. 49

SAFETY/HEALTH

VDTs
- No report issued on House subcommittee findings on VDT radiation hazards, Jan., p. 11
- Bill introduced on health and safety standards for VDT operators, Jan., p. 11
- VDTs pass tests at Allentown paper, Feb., p. 43
- Hearing scheduled to set safety standards for VDT operators, April, p. 18
- Guild seeks VDT work-break language, April, p. 36
- Baltimore study finds no VDT link to cataracts, May, p. 29

General
- OSHA seeks comments on replacing routine safety and health inspections, Feb., p. 16

STRIKES
[See EMPLOYEE RELATIONS]

TAXES

Estate
- Changes sought to ease estate tax burden, Jan., p. 9
- Tax policies seen as key force behind newspaper acquisitions, March, p. 52
- Estate tax relief legislation introduced in Senate, April, p. 14

General
- Newspaper appeals IRS ruling that threatens trust, Jan., p. 51
- Minnesota high court rules on newsprint tax, Feb., p. 17
- New law's tax credit not for news research, Feb., p. 48
- Denver papers fight city tax on circulation, March, p. 37
- New tax laws could benefit benefactors, March, p. 51
- Moratorium prohibiting IRS from reclassifying independent contractors to expire, April, p. 14
- Supreme Court urged to overturn state tax on publications' purchases of newsprint and ink, May, p. 28
- Denver court asked to overturn city's tax on newspaper sales, May, p. 48
- Newspaper comments filed on contractor bill, June, p. 11

TELECOMMUNICATIONS

Cable TV
- Knight-Ridder Newspapers and TCI to form joint cable venture, Jan., p. 14
- Dow Jones completes purchase of shares of Continental Cablevision, Jan., p. 14
- Minnesota Cable Communications Board repeals regulation, Jan., p. 14
- Audit Bureau of Circulations considers establishing service to verify subscriber lists for cable TV networks, Jan., p. 14
- Cable TV industry group calls for hiatus in reporting of cable viewership, Jan., p. 14
- House subcommittee approves cable TV copyright legislation, Jan., p. 14
- High court rules city governments not exempt from antitrust laws, Feb., p. 14
- Arbitron Co. releases viewership study of eight satellite-distributed cable TV networks, Feb., p. 14

- Knight-Ridder Newspapers and Tele-Communications Inc., announce first acquisitions by TKR Cable Co., Feb., p. 14
- Dow Jones completes purchase of stock of Continental Cablevision Inc., Feb., p. 14
- ANPA supports retaining ban on telephone companies owning cable TV, Feb., p. 16
- Editor uses cable to talk with readers, April, p. 19
- Cable television market is still hot, but some papers get cold shoulder, April, p. 20
- FCC considers bid for "wireless cable" using high-frequency microwave band, April, p. 21
- Hearings scheduled on first major bill governing cable TV, April, p. 25
- Tapes available from ANPA cable seminar, April, p. 26
- Donrey Media Group purchases Rogers Television Cable Inc., April, p. 26
- Cable subscribers prefer ads subsidize cable TV rather than pay more for service themselves, April, p. 26
- NCTA convention to be held in Las Vegas May 3-5, April, p. 26
- Papers tout TV audience fragmentation, May, p. 35
- Cable TV copyright legislation approved by committee, May, p. 35
- Goldwater pushes cable bill's passage in current session, June, p. 15
- Affiliated Publications enlarges cable TV holdings, June, p. 17
- NCTA convention held in Las Vegas, June, p. 17
- St. Paul, Minn., voters reject proposal that the city own local cable TV system, June, p. 17

Low-power TV

- FCC to decide this month whether to authorize low-power television service, March, p. 14
- Newspapers among the early winners as FCC opens low-power TV sweepstakes, April, p. 25
- Low-power TV stirs high interest among publishers, May, p. 14

Public policy issues

- New Wirth bill extends competitive safeguards, Jan., p. 12
- Decree paves way for AT&T to diversify, Feb., p. 12
- ANPA Board voices concern on "national AT&T" possibilities, Feb., p. 12
- ANPA readies stand on threat of "national AT&T," March, p. 12
- Old-fashioned ways could strain "Grandma Bell," March, p. 12
- Hill subcommittee passes bill restricting AT&T, April, p. 23
- HR 5158 vote likely this month; ANPA raps settlement terms, May, p. 31
- Who's doing what in the public policy arena, May, p. 32
- Summary of ANPA comments on antitrust settlement, May, p. 32
- Analysis of the diversity provisions of HR 5158, May, p. 33
- General provisions of HR 5158, May, p. 33
- Justice Department asks judge to approve its AT&T settlement, June, p. 15

Satellites

- SAT-FAX steering panel OKs "mini test" concept, Jan., p. 13
- SAT-FAX proceeds, Feb., p. 14
- General Telephone & Electronic Corp. to begin voice and data private-line satellite services, April, p. 26
- Justice Department urges deregulation of selling and leasing of satellite transponders, April, p. 26

Videotex, teletext

- CP member critical of home service, Jan., p. 13
- FCC proposes to treat broadcast teletext as an "ancillary service," Jan., p. 14
- New York Times Co. to drop electronic abstracting service, Jan., p. 14
- Newspapers providing information to CompuServe extend contracts, Jan., p. 14
- Times Mirror videotex Services and Infomart form joint venture, Feb., p. 14
- New York Times and Globe and Mail market electronic news services, Feb., p. 14
- Decision deferred on setting universal videotex standard, Feb., p. 14
- ANPA supports FCC plan to exclude broadcast teletext from performance rules, March, p. 14
- Prestel now available in United States, March, p. 14
- Field eyes national teletext news service, April, p. 24
- Videotex conference scheduled for June, April, p. 26
- Affiliated Publications, Knight-Ridder finalize Viewtron agreement, May, p. 35
- "BISON" bites dust, but "STAR-Text" is launched, June, p. 16
- CompuServe evaluation marks end to second year of operation, June, p. 17
- Field Enterprises to provide videotex and teletext services, June p. 17
- New Jersey paper to provide news and advertising in CBS Inc./AT&T Videotex trial, June, p. 18

General

- Electronic news: You'll pay more, Jan., p. 21
- What happens to office telephone systems under proposed AT&T settlement?, Feb., p. 13
- Independent Publications Inc. forms electronic publishing subsidiary, Feb., p. 14
- Electronic data bases grow 25 percent in one year, Feb., p. 14
- FCC opens inquiry into broadcast license-renewal process, Feb., p. 16
- Future of training may be the teleconference, Feb., p. 30
- Phone company's direct-mail ads draw ire, March, p. 13
- Survey shows newspapers not prepared for future electronic information services, March, p. 14
- Telecommunications raises new labor issues, March, p. 44
- FCC eliminates financial reporting requirement for commercial broadcasters, April, p. 18
- Meese says Reagan on side of newspapers, April, p. 24
- Two papers first to add classified advertising to CompuServe offerings, April, p. 26
- New York Times enters video programming business, April, p. 26
- Tennessee commission asks for briefs in telephone company direct-mail ads issue, April, p. 26
- Nominee for ANPA presidency, William C. Marcil, is electronic publishing pioneer, April, p. 27
- Should newspapers support First Amendment rights for broadcasters?, April, p. 28
- Compulog signs off from TV listings despite demand, April, p. 52
- Information on current projects shared by electronics panelists, May, p. 14
- Leased cable access, fairness doctrine among proposed ANPA study topics, May, p. 34
- UPI and Dialcom begin "Newstrack" service, May, p. 35
- "Broadcast Deregulation Act" passes Senate, May, p. 35
- United phone ends "Tele Ad" in Tennessee, May, p. 35
- Constitutional amendment called for to guarantee freedom of expression for electronic media, May, p. 36

TRAINING

General

- — ABA to sponsor seminar on media labor law, Jan., p. 11
- — Two ANPA telecommunications seminars open, Jan., p. 13
- — Newspaper Readership Project training kit available for district managers, Feb., p. 23
- — Future of training may be the teleconference, Feb., p. 30
- — ANPA Training Committee studies supervisory workshop, Feb., p. 31
- — INPA announces three seminars, Feb., p. 31
- — Seminar on press options scheduled for March, Feb., p. 42
- — NAB offers advertising sales seminars, March, p. 24
- — 19 seminars set for second half of 1982, March, p. 34
- — Revised seminars in labor relations set for managers, March, p. 47
- — Credit and collection management training seminar scheduled for March, p. 54
- — Tapes available from ANPA cable seminar, April, p. 26
- — Workshop for teachers set for aiding teachers' writing, April, p. 33
- — Seminars slated on selling to chain stores, April, p. 35
- — "Seed to Read" conference concludes busy week, May, p. 25
- — "Marriage Mail" seminar slated May 25 in Dallas, May, p. 30
- — Seminar set for newspaper advertisers, May, p. 37
- — High costs, lack of improvements main concerns at press meeting, May, p. 47
- — Marketing and efficiency to be symposium's focus, May, p. 48
- — FIEJ Management and Marketing Syposium slated Nov. 25-26 in Switzerland, June, p. 14
- — API announces 11 fall seminars, June, p. 27
- — Training conference to examine productivity, June, p. 27

TRANSPORTATION

Motor carriers

- — Federal appeals courts to settle controversy over revising fuel surcharge program, Jan., p. 15
- — Teamsters and trucking industry begin talks on national contract, Jan., p. 15
- — House passes bill easing intercity bus industry regulation, Jan., p. 15
- — ICC implements new mileage-based fuel-cost compensation program, March, p. 21
- — Agreement reached on three-year pact for trucking industry, March, p. 21
- — Teamsters ratify 37-month master freight agreement, April, p. 18

Railroads

- — ICC recommends rail liability standards not be relaxed, Jan., p. 15
- — Conrail reports net income for first nine months of '81, Jan., p. 15
- — Railroad weather report on track, Jan., p. 15
- — Unions ratify new contract with U.S. railroads, Feb., p. 19
- — Federal Railroad Administration sells 93.4 miles of Conrail track, Feb., p. 19
- — ICC approves cost-recovery rate increase, Feb., p. 19
- — Termination date set for Kansas City Terminal Railway claim-handling unit, Feb., p. 19
- — Railroads in 1981 carried 996,160 carloads of pulp, paper and allied products, March, p. 21
- — Bankruptcy judge approves agreement between Chicago, Milwaukee, St. Paul and Pacific Railroad and its unions, March, p. 21
- — ANPA asks ICC to continue rules on Conrail boxcars, April, p. 18
- — CP Rail and Canadian National Railway reach tentative agreement on two-year contract, April, p. 18
- — Southern railroads now allowing newspapers 24 hours' "free time" to unload newsprint, June, p. 31
- — Norfolk Southern Corp. merger effective June 1, June, p. 31
- — ICC approves purchase of railroad by Timothy Mellon, June, p. 31
- — Burlington Northern Railroad completes takeover of Colorado and Southern Railway, June, p. 31
- — Authority granted to various railroads to provide interim service extended, June, p. 31

General

- — Insurance premiums may dip for commercial newspaper delivery vehicles, Feb., p. 19
- — Tariff increases to take effect for St. Lawrence Seaway, Feb., p. 19
- — Cost to own and operate compact cars rose in 1981, June, p. 31
- — St. Lawrence Seaway opens 1982 season April 5, June, p. 31

WORLD PRESS

FIEJ (International Federation of Newspaper Publishers)

- — ANPA nominates Nicaraguan publisher for Golden Pen, Jan., p. 15
- — Golden Pen of Freedom recipient named, Feb., p. 18
- — FIEJ Congress set May 24, Feb., p. 18
- — FIEJ Management and Marketing Symposium slated Nov. 25-26 in Switzerland, June, p. 14

UNESCO

- — Reports show press controls tightened around globe in 1981, Feb., p. 18
- — State-run projects dominate requests at UNESCO meeting, Feb., p. 19

World Press Freedom Committee

- — Press freedom committee has $500,000 balance, Feb., p. 18
- — Training issues dominate WPFC biennial meeting, June, p. 14

General

- — International Press Institute to meet May 9, Feb., p. 18
- — Action building on lower press rates, March, p. 18
- — UN agency postpones action on new information network, March, p. 20
- — Protests greet South African press proposals to register journalists, impose ethics code, March, p. 20
- — Government projects receive lion's share of IPDC funds, March, p. 21
- — ABA resolution opposes licenses for journalists, March, p. 21
- — Degree of freedom varies for "free press," April, p. 4
- — Listing of "free press" countries, April, p. 7
- — Nigeria's rainbow of tabloids shows shades of news, April, p. 8
- — U.S. press groups take action on Central American violence, April, p. 19
- — Uganda withdraws accreditation of all Western correspondents, April, p. 19
- — U.S. government reviewing policy paper to help formulate international communications policy, April, p. 19
- — Ambassador, correspondents give Convention a global view, May, p. 11
- — Falklands fallout: Press organizations open fire over treatment of journalists, June, p. 14
- — IFRA's 1982 Expo slated Oct. 18-21 in Denmark, June, p. 14

Weekly tabloid fans also readers of daily newspapers

People who read the weekly tabloids the National Enquirer and The Star are more likely than the general population to be daily newspaper readers. However, on the whole, readers of the two tabloids tend to be less educated, lower in income and younger than the average daily newspaper reader.

Those are among the findings of a recent Newspaper Advertising Bureau Research Note, "Readers of the National Enquirer and The Star Are Daily Newspaper Readers, Too!"

NAB Researcher Howard Fatell said the study shows it is a myth that Star and Enquirer readers substitute the tabloids for daily newspapers. Instead, he said, the tabs supplement daily newspaper readership.

Fatell found that 72 percent of adult tabloid readers are regular daily newspaper readers, compared with 68 percent of the adult general public who are in that category. Comparing the tabloids' estimated 20 million adult readers with the adults in the general population who read daily newspapers, Fatell found that:

- Fifty-two percent of the general newspaper audience were women, while female readership was 60 percent for the Enquirer and 65 percent for the Star.
- While 36 percent of all newspaper readers attended or graduated from college, only about 20 percent of the tabloids' readers had done so.
- Nearly half of the tabloids' readers were ages 18-34, but only 37 percent of daily newspapers' readers were.
- Among daily newspaper readers, 42 percent had a household income of $25,000 or more; that income level was reached by 31 percent of Star readers and 35 percent of Enquirer readers.
- Nearly 60 percent of daily newspaper readers work in white-collar occupations, as opposed to about 40 percent of Star readers and 50 percent of the Enquirer's.

Fatell based his report on studies by the Simmons Market Research Bureau.

Research Notes are available for 50 cents per copy from NAB, 485 Lexington Ave., New York, N.Y. 10017.

Circulation challenges focus on increased training efforts

In addition to seminars, workshops and clinics selling ads (see story, p. 40), the Newspaper Advertising Bureau for several years has taught circulation district managers how to recruit, train and motivate carriers.

The peristent problems of stagnant readership, declining penetration and high turnover among circulation personnel have led other newspaper organizations to focus on the problems of training circulation personnel, too.

NAB took on circulation training as part of the Newspaper Readership Project, and NAB Vice President for Retail Sales Development William Solch said the bureau plans to continue the training after the Project is terminated next year.

The bureau's workshop is a one-day session at the newspaper. It includes problem solving and role playing, complete with videotaped exercises. Cost is $300-$700, plus travel and accommodation expenses for NAB trainers.

Meanwhile, the International Circulation Managers Association is considering the possibility of hiring a full-time trainer. ICMA General Manager Joseph B. Forsee explains that some ICMA members have conducted training sessions over the past decade, but growing demand may require the organization to expand its efforts.

ICMA recently sponsored its first supervisory workshop for mid-level circulation executives. It was conducted by a professional management consultant. Forsee said members were "very well-pleased" with the results.

Since 1979, ICMA, ANPA, the Newspaper Personnel Relations Association and the International Newspaper Promotion Association have conducted nine Circulation Managers Workshops. They emphasize "people management" skills, including leadership, communication, problem solving and motivation. Instructors from the Human Resources Center of the University of Chicago conduct them. The next Circulation Managers Workshop will be Dec. 1-3 in Dallas.

Newspapers gain circulation following switch from broadsheet to tabloid format

Adopting a tabloid format has helped three newspapers increase circulation.

A small daily in Granby, Quebec, saw its circulation grow by 19 percent following a format change from broadsheet to tabloid earlier this year.

The circulation of La Voix de l'Est went from 10,789 in February, its last month as a broadsheet, to 12,869 in May. Publisher Alain Guilbert noted that the increase came despite "the very difficult economical situation which affects the Granby area as well as the rest of Quebec."

A promotional campaign emphasized the increased number of pictures and pages and the convenience of tabloid size.

Its success echoes that of the Delaware County Times (morning, circulation 55,210) in Chester, Pa. That daily last year gained 15,000 readers after it switched from afternoon to morning publication, cut its price and went tabloid [presstime, April 1982, p. 41].

And the Boston Herald American (morning, 211,930), which also began using a tabloid format last year, increased its circulation 2,802 in the year ending March 31, according to the latest Audit Bureau of Circulations report.

nouveau format demain
La Voix de l'Est
FILLETTE
La Voix de l'Est
11,000

Old and new formats of Quebec daily

Edward E. Beeler

Technological world no mystery for editor-turned-publisher

By Tom Walker
presstime staff writer

When Edward E. Beeler was in his early high school years in McMinnville, Ore., a small community near Portland, the thought of a career in journalism never entered his mind. He wanted to be a French chef, a cordon bleu.

But all that changed when he was invited to join the staff of his high school newspaper during his junior year. "I immediately became fascinated with what it takes to get out a newspaper," he says.

That fascination led him to major in journalism at the University of Oregon. After graduating in 1955, he worked as a reporter and editor at four newspapers, including The Daily Californian in El Cajon, a San Diego suburb, from 1964 to 1979.

Because of his performance as managing editor and editor at The Daily Californian, Beeler was named publisher of Landmark Communications Inc.'s Carroll County Times in Westminster, Md., outside Baltimore, in 1979.

But it wasn't until after he went to Westminster that his true penchant for newspapering took over— the willingness to apply the capabilities of technology and to allow his staff to experiment with things mechanical.

Immediately after taking over as publisher, Beeler was ready to make some changes. He knew he was expected to save money and to make the operation more efficient. He also was charged with overseeing the conversion of the tri-weekly to daily publication.

The first thing he did was encourage department heads to meet together to discuss mutual problems and to learn about the newspaper's total operation.

Each department head was made responsible for preparing budgets. Beeler facilitated this process by providing backup information, such as the economic position of the newspaper, advertising linage, and circulation figures and goals.

Another major task was to design and oversee a move into a new building, and here he applied his technological bent.

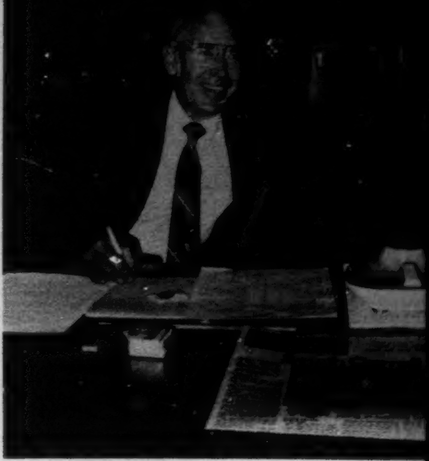
With no formal technical training, Beeler took it upon himself to learn all he could about newspaper equipment. But he drew the line at pure technology.

"I never try to figure out how something works," he says. "I do try to learn its capabilities, then talk with people to see if we are utilizing those capabilities."

Beeler's approach is direct: "I understand concepts, and I can convert concepts into dollar savings."

Since he has been at the Times, the newspaper has designed and built its own newsprint rewinder and its own ink recycling unit, and it is developing a solvent recycling system as well.

Beeler has shown this type of resourcefulness all through his career.



Edward E. Beeler

For example, when he went to work as a reporter for The Aberdeen (Wash.) Daily World in its Raymond, Ore., bureau in 1955, he needed a place to live. The only place he could find was on the premises of the local mortician.

"In return for room and board, I agreed to be an ambulance driver, to assist at funerals and to help in the preparation of bodies," he says. He notes that he even applied for an apprentice embalming license.

Seven months after joining the Daily World, Beeler was drafted into the Army where he trained as a military policeman. He was assigned to the Continental Army Command at Fort Monroe, Va., where he served in the honor guard.

Here some attempts at resourcefulness failed. After becoming "fed up" with the spit and polish of honor guard duty, Beeler asked for and was granted a transfer and became a personnel clerk.

"I frequently typed up orders transferring myself to the Army choir," but invariably his ploy was discovered and thwarted.

After leaving the Army and working for a brief stint at The Wilson (N.C.) Daily Times, Beeler found himself yearning to return to the Northwest, so he enrolled in graduate school at his alma mater and then became a reporter and county editor for the Register-Guard in the university city of Eugene, Ore.

Leading a group of well-trained, young and energetic reporters termed the "rat pack" by city-side workers, Beeler was responsible for rural coverage of a wide area.

One of the "rat packers"—Mike Forrester, now editor of The East Oregonian in Pendleton—remembers Beeler this way: "Ed was very businesslike, very thorough. He had firmly held beliefs that reporters should be accurate, persistent and fair. He was a pretty demanding editor, yet he was fair with people under him. I learned the importance of objectivity and of letting the reader draw his own conclusion."

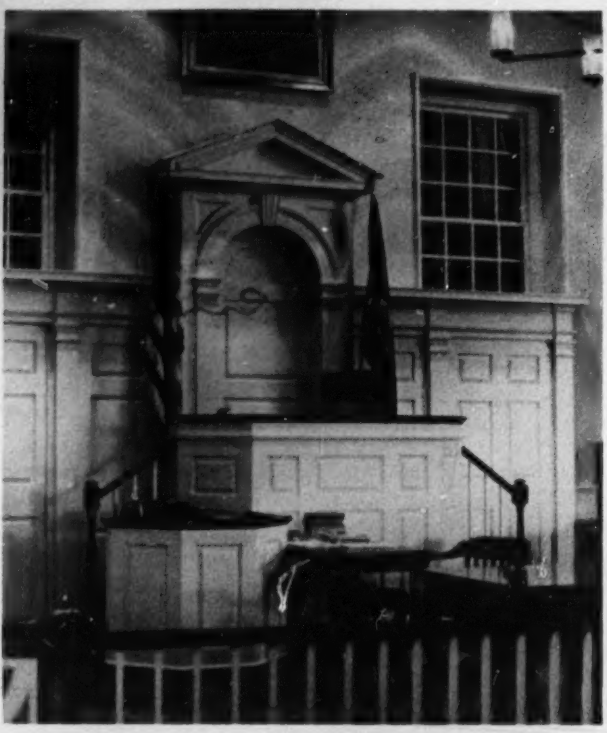
One of the owners of the Eugene daily, Richard A. Baker, offered Beeler the managing editorship of another paper owned by the Baker family, The Daily Californian. After he moved up to editor, Beeler came to the attention of Landmark officials when that company began negotiating to buy the paper. According to J. W. Diederich, executive vice president/community newspapers at Landmark's Norfolk, Va., headquarters, Beeler was involved in much of the discussion that led to the purchase.

Diederich describes Beeler as an "enthusiastic, can-do kind of person." And Landmark rewarded him with the top job at the Carroll County Times, now a 17,056-circulation morning daily.

Beeler is a member of the board of directors of the Maryland, Delaware, District of Columbia Press Association. He and his wife, Gerry, have two sons: Chad, 17, and Scott, 15. □

If Congress strips courts, watch out free press!

By David R. Brink



One of the most vital questions before our nation is as simple as this: Shall we permit the Congress, by ordinary legislation and without consulting the states or the people, to exchange our fundamental constitutional system of government for dubious legislative solutions to the transient social problems of the day?

At this moment, more than 30 bills have been introduced in Congress that would strip our federal courts of jurisdiction to hear or grant remedies in certain kinds of cases involving the constitutional rights of every American. (See story, p. 24.)

The bills seek to resolve some controversial social issues of our time such as abortion, prayer in public schools and busing as a means of school desegregation.

We may differ in our views on these issues, but the process could undermine our system of government, our individual rights protected by an independent judiciary and even our identity as a single, strong nation. We are threatened by a potentially disastrous constitutional crisis.

Our founding fathers created an inspired model of democracy in our Constitution, based on the separation of powers into three basic branches of government. The judicial branch was assigned the vital role of interpreting the Constitution and preserving the rights and liberties it secures for all of us. The legislation in question imperils that role.

The theory of these bills is that Congress, whenever it is dissatisfied with a decision of the Supreme Court or other federal courts, can shut off or limit their jurisdiction in the area of that decision. But if Congress can shut off federal court protection of the rights covered by these bills, future Congresses can shut off that protection as to First Amendment rights of free speech, free press, freedom of religion, and indeed, *all* our constitutional rights.

Proponents of the bills say that the jurisdictional limitations are justified under Article III of the Constitution and are a way for Congress to control the courts. Some of the bills frankly attempt to change constitutional law. Others would shift constitutional interpretation and enforcement to the state courts, in the hope that state courts will read into the Constitution variations pleasing to local majorities.

If that hope is unfounded, as the Conference of Chief Justices of all the states has declared without dissent, the bills are, at best, pointless. If it is well-founded, it tells us that the proponents would be willing to exchange our single national Constitution for 50 different constitutions—one as interpreted in each state. We would become a league of independent states rather than a single, strong, federated nation.

If this nation does want to alter constitutional law or the role of the courts, it can use the amendment process provided in the Constitution. Amendment involves the states and the people—whom Congress would ignore in its legislative efforts to change the Constitution.

The American Bar Association, in common with a preponderance of constitutional scholars, believes that these bills are unconstitutional. But whether the bills are constitutional or not, Congress—as it has repeatedly in the past—should decline this constitutional confrontation. Every branch of government will be tarnished, and public confidence in our governmental institutions will be further eroded, no matter how the Supreme Court decides the validity of these bills.

This is not a matter of "teaching the courts a lesson," as some have suggested. There is no stopping the process once it is begun. Nothing less than our courts, our legal system, our Constitution, our free press—the unique rights and freedoms of all Americans—are at stake.

The ultimate court in our free democratic society is the public—informed by a free press. The threat to that system is as real as the threat to the courts, without which we have no enforceable constitutional rights at all.

Our nation must rise and tell the Congress that we will never exchange our constitutional system, and our rights and remedies, for what a few members of Congress believe are expedient solutions to some of today's social problems. ☐

Brink, a Minneapolis lawyer, is president of the American Bar Association.

New information technologies begin to appear at J-schools

Reflecting trends in the newspaper business, journalism schools are taking steps to give their students hands-on familiarity with the new electronic information technologies.

Pioneering in this field are:

- The University of Florida School of Journalism and Communication. The school began offering a one-way news and information service July 1 over the public access channel of the Cox Cable Communications Inc. system in the university town of Gainesville. Officials at the school believe it is the first in the nation to purchase and install an electronic newspaper system.

"Gainesville Cable Press" is produced using Texscan/MSI text-generating equipment, which has the capability of producing graphics and of using 35mm slides. The service, operational for 20 hours a day, originates in the school's Electronic Text Center, established last September, and includes news, weather, sports, consumer information, educational exercises and special features. Advertising is limited to messages produced for demonstration purposes.

- The Department of Communications at Brigham Young University. In late June, the department was installing equipment to allow students to produce a video version of the school newspaper, The Daily Universe. William C. Porter, managing director of the paper, said the one-way text service, "Unitext," would be available over the school's closed-circuit cable television system and on the Provo, Utah, cable system. An on-campus test of an interactive videotex system is planned, he added.

- The Department of Journalism at the University of Texas. A faculty committee has requested funds to develop an electronic newspaper laboratory, according to Professor Wayne A. Danielson. Currently, he said, one channel of the Austin campus' closed-circuit TV system is used to distribute UPI text news, weather information and a limited amount of school information.

- The Department of Communication at the University of Wisconsin at Stevens Point. Students are designing videotex pages and conducting field trials to test audience reaction via a telephone-based interactive system designed by Assistant Professor Eric Somers. They also can dial up pages from Prestel, the British videotex service, Somers said. ☐

First national NIE Week set for Feb. 21-25

With a goal of bringing newspapers into all elementary and secondary school classrooms, the first national Newspaper in Education Week will be observed Feb. 21-25, 1983, in the United States and Canada.

The project, cosponsored by ANPA Foundation and the International Reading Association, provides an opportunity for newspapers—in cooperation with reading councils, state press associations and school systems—to promote reading habits among students through the use of the newspaper.

The national observance follows a successful pilot program in the Great Lakes states [presstime, Dec. 1981, p. 26].

A promotion kit with suggestions for organizing the program will be mailed this month to newspapers, IRA councils and state press associations. In addition, the Foundation is developing camera-ready curriculum materials to be used by educators during NIE Week. ☐

NIE instructor training session scheduled

ANPA Foundation's annual Newspaper in Education Instructor Training Seminar will be Oct. 12-15 at the Tanglewood on Texoma conference center in Pottsboro, Texas.

The seminar focuses on how NIE managers and educators can conduct comprehensive, effective workshops. It covers teaching and training techniques as well as content areas of the NIE curriculum in all grades. It is for both beginning and experienced trainers.

The program will be conducted by Dr. Edward DeRoche, dean of the school of education at the University of San Diego, and Linda Skover, the Foundation's manager of educational services.

Registration fee, which includes meals and room accommodations, is $350. Registration deadline is Sept. 15, and attendance is limited to 30 participants. To register, send payment to Lauren Quaglie of ANPA Foundation at The Newspaper Center, Reston, Va.

Florida A&M updates minorities career booklet

Newspaper Journalism... for Minorities

The Department of Journalism at Florida A&M University has produced a new edition of a brochure designed to provide information on careers in newspaper journalism for minorities.

The second edition of "Newspaper Journalism . . . for Minorities" was cosponsored by Florida A&M, ANPA Foundation, the W.K. Kellogg Foundation and The Newspaper Fund. The first edition was published in 1979.

Single copies are free; multiple copies are 75 cents each. They may be obtained by contacting the Department of Journalism, Florida A&M University, Tallahassee, Fla. 32307. ☐

Passing competency test is subject of new guide

The Newspaper Guide to Basic Skills Instruction has been published by the Georgia Press Educational Foundation.

The guide is designed to help high school students meet the state's competency performance standards in reading, math and problem solving.

Copies are available for $6 plus $1.25 for postage and handling from the Georgia Press Educational Foundation Inc., 1075 Spring St. NW, Atlanta, Ga. 30309. ☐

New NIE materials available

Newly available from ANPA Foundation are Newspapers in Education materials and a First Amendment poster.

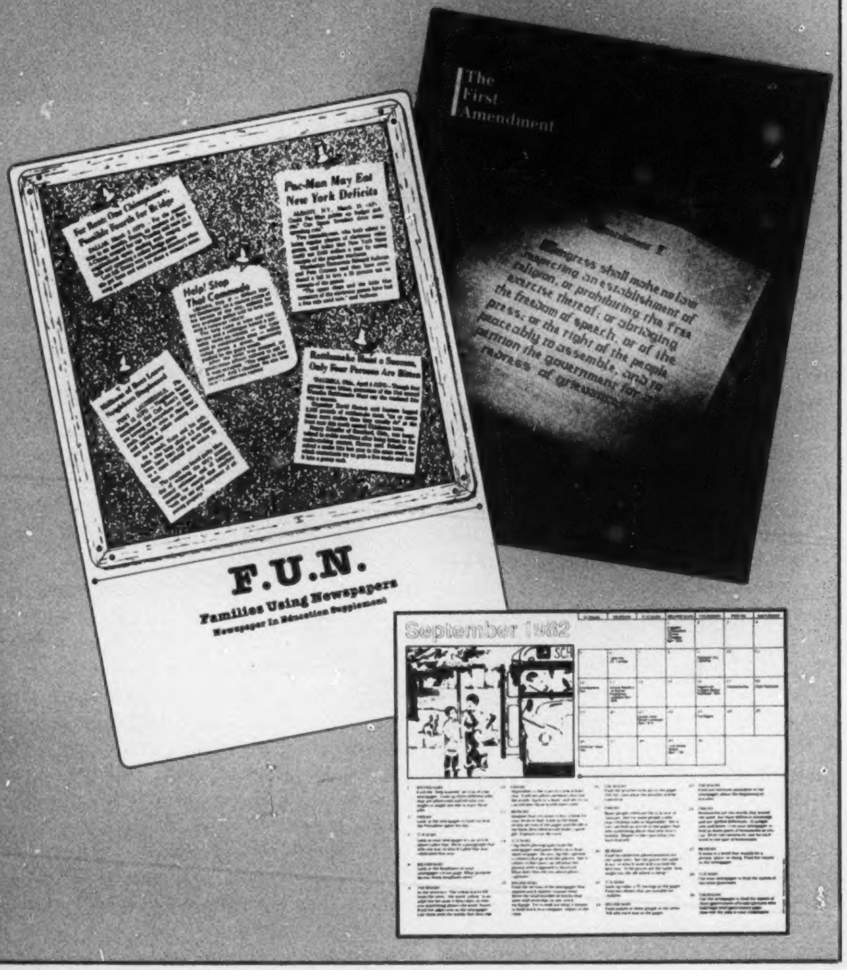
- The "FUN (Families Using Newspapers) supplement" is an eight-page, camera-ready tabloid designed to make it fun for children to learn by using the newspaper during the summer.

It guides parents on how to use the newspaper to reinforce their children's skills and concepts in language arts, math, social studies and other areas. Cost is $15 per set.

- Also camera-ready and suitable for reproduction by newspapers is the NIE nine-month activity calendar, providing different NIE activities for each day in the 1982-83 school year. The 13-by-11-inch calendar costs $18.
- An NIE workbook compiled by the Foundation is designed to help NIE coordinators train teachers and school administrators using the newspaper in the classroom.

The 170-page workbook covers such things as workshop formats, materials to be distributed at such workshops and newspaper-related activities for school children in all grades. Cost is $2.

- The full-color poster illustrating the First Amendment is available for use in either the classroom or newsroom. Cost is $3.50 each for 1-24 copies, $2.50 each for 25-99, and $2 each for 100 copies or more.


The First Amendment
Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the government for a redress of grievances.
Pac-Man May Eat New York Deficits
Help! Stop That Commode
F.U.N.
Families Using Newspapers
Newspaper In Education Supplement
September 1982

Funding cutback limits newspaper course offerings

With its primary funding source drying up, Courses by Newspaper will offer no new courses in the 1982-83 school year.

Since the program was started in the fall of 1973, CbN has offered newspapers a total of 16 college-level courses with grants from the National Endowment for the Humanities. The courses, usually two a year, have been on topics ranging from death and dying to the study of oceans.

For each course, participating newspapers are provided a series of camera-ready articles free of charge. The papers may arrange with local colleges and universities for their readers to get college credit for the courses.

CbN, a project of University Extension at the University of California, San Diego, has received NEH grants totaling about $4 million over the past decade, according to Director George A. Colburn.

But the NEH has been hard hit by Reagan administration cutbacks. Its budget was reduced from $151 million in fiscal year 1981 to $130.6 million in FY 1982. For the next fiscal year, the administration has proposed only $96 million. That request is being considered by congressional appropriations committees.

When CbN received its current grant, the national endowment said it should be considered the last, Colburn reported. So CbN is seeking private-sector sponsorship. A new course topic, "The Aging of America," has been selected and a course coordinator chosen. "If someone would provide us with the money," he said, "we are ready to roll on the project."

According to the CbN official, one course costs about $350,000 to produce; two courses, about $500,000.

Colburn said CbN will keep its office open through 1984 using money it raised over the years from student fees and royalties from course readings books. It is updating the material used in many of the previous courses and is offering it to newspapers and schools for the next school year.

He noted that an average of more than 400 newspapers and 250 colleges have participated in each CbN course. ☐

NAB training covers most sales bases

By Elise Burroughs
presstime staff writer

With the economy on a downswing and competition from other media on an upswing, some newspaper companies are deciding their sales personnel need every edge they can find. To provide such aid, many are turning to the Newspaper Advertising Bureau.

Knight-Ridder Newspapers Inc. recently offered to foot the bill for advertising personnel from each of its 23 newspapers to attend two seminars or clinics provided by NAB. Knight-Ridder Vice President for Marketing Ted Parmalee called it the largest investment in bureau projects in any one-year period in his corporation's history.

The bureau's array of programs includes:

- **Recruitment Advertising Sales Workshop**, one of NAB's newest programs, is a one-day workshop on the latest trends in employment advertising for classified managers, assistant managers and recruitment sales specialists. It is designed to be offered on a regional basis for a fee of $150 per person. It also can be used to train sales personnel at individual newspapers for a cost ranging from $300 to $700, depending on circulation.
- **Staff Workshop for Classified Outside Sales** is a one-day, in-paper program for newspaper classified sales personnel. Cost is $300-$700.
- **Retail Telephone Sales**, a four-hour in-paper workshop for both retail and classified sales representatives, analyzes "cold calls" and how to recruit new advertising over the telephone. Cost is $300-$700.
- **A Broadcast Workshop for Newspaper Advertising Sales Personnel**, an in-paper, six-hour presentation, first establishes the arguments in favor of radio and television advertising, then teaches refutations of those arguments and points out the strengths of newspaper advertising. Cost is $300-$700, plus travel expenses and shipping charges.
- **A Staffwide Sales Workshop**, a one-day, in-paper program for new and experienced sales reps, includes discussion on using the bureau's sales tools, helping advertisers determine important selling periods and opportunities, developing advertising programs and practicing sales calls. The workshop usually is scheduled for two days, allowing half of the staff to attend each day. Cost to the newspaper, depending on circulation, ranges from $300-$700.
- **INAME/NAB One-Day Copy and Layout Workshop for Newspaper Staff** includes slides and covers six key principles: how advertising works, organizing the ad, logos and formats, headlines, copy, and a checklist to avoid mistakes. Newspapers can have an NAB trainer conduct the workshop over two days at a cost of $300-$700, plus travel expenses; receive the slides, cassettes and scripts for a "do-it-yourself" package, at a cost of $225-$300; or order the slides, cassettes or scripts for any of the six self-contained sections of the workshop, at a cost of $50-$75 per section.
- **Marketing Seminar** can range from one to five days and can be conducted at newspapers or on a regional basis. Costs vary with the size of the newspaper and with the length of the seminar.
- **Co-op Staffwide Workshop** can be offered at the paper to sales personnel from all departments in formats ranging from two hours to all day. Workshops are designed to explain the role of newspapers in obtaining co-op funds and to provide useful marketing information and tools. Cost is $300-$700.
- **Monthly Co-op Open House** at NAB's Chicago office the third Friday of every month (except December) is aimed at new co-op managers, national/retail managers and staff personnel. The workshop covers establishing the department, working with retail staff and using NAB co-op services. Cost is $200 per person, and the workshop is offered on a regional basis as demand warrants.
- **Supervisors' Survival Seminar**, a two-day program offered on a regional basis, is designed to teach classified telephone sales supervisors administrative and supervisory skills.
- **Training the Trainers** is a two-and-a-half-day regional workshop covering how to train retail classified sales personnel. Cost is $425 per person, which includes materials that can be used to train

William J. Solch, NAB vice president of retail sales development, leads seminar.

newspaper personnel.

- **Chain Store Seminar** is a three-day, regional program covering how chains are organized, how they plan and evaluate advertising, what they want to know about newspapers, and how to sell against direct mail, shoppers, pennysavers and shared mail. Cost is $285 per person.
- **The Selling Way** is a two-and-a-half-day, regional program for experienced sales people. Five presentations, which are videotaped and replayed, cover creating a positive attitude, knowing what the listener wants to hear, audiences, researching and developing evidence, timing and many other aspects of sales presentations. Cost is $395 per person, and groups are limited to eight.

NAB also conducts programs that newspapers may sponsor for their advertisers. These include:

- **A Copy and Layout Clinic for Newspaper Advertisers**, a two-hour program, is aimed at helping retailers design better ad layouts, choose the right size, include the best items, avoid legal problems, save money and improve artwork. It also advises advertisers on how to improve copy and make sales. Cost is $200-$600, plus travel expenses for an NAB trainer.
- **Retail Creative Seminar**, a half-day program for retailers of all sizes, is designed to update advertisers on recent research findings, buying patterns and trends, and to offer help in improving copy and layout techniques. There is no charge except for travel expenses for three NAB seminar leaders.
- **Retailer Clinic**, a 90-minute presentation for local merchants, advertising executives and potential newspaper advertisers, describes how advertising can increase profits, possible opportunities for increased sales, how to improve ad copy and layouts, and the advantages of newspaper advertising. The presentation is usually repeated throughout the day to maximize the audience. Cost is $200-$600, plus travel and accommodation expenses for an NAB trainer.
- **Auto Dealers' Advertising Seminar** invites local auto dealers to a 90-minute slide presentation at the newspaper. The presentation is tailored to give specific suggestions on how those dealers can improve their newspaper advertising. Cost is $300-$500.
- **Classified Real Estate Workshop**, a half-day session on how to improve ads and on the benefits of newspaper advertising, is sponsored by newspapers for real estate executives. Cost is $300-$700, plus travel expenses.
- **Co-op Advertising Clinic** is a two-hour work session tailored to retailers, department store buyers, or to manufacturer sales people. It is designed to help them set up a newspaper co-op plan, using step-by-step planning, scheduling and collecting procedures. □

NAB also offers training for circulation district managers. See story, p. 35.

Arizona phasing out tax on advertising; papers in 5 other states deflect tax moves

Arizona is phasing out a tax that affects local advertising and has ended a tax on newspaper sales to retailers.

Under the terms of legislation passed by the Arizona Legislature and signed by the governor, Arizona's 4-percent sales tax will drop to 3 percent Jan. 1, 1983; 2 percent, Jan. 1, 1984; 1 percent, Jan. 1, 1985; and end altogether Jan. 1, 1986. Among those who have been paying the tax are retail and classified advertisers.

Arizona is one of three states that levies taxes on advertising [presstime, Dec. 1981, p. 16].

The tax on newspaper sales to retailers ended upon the new law's taking effect.

Meanwhile, newspapers in several other states recently fended off tax proposals:

- In South Carolina, newspapers helped defeat a sales tax proposal that would have cost them an estimated $1 million per year, according to the South Carolina Press Association. A section of the proposed 1982-83 state appropriations bill would have removed a sales-tax exemption for newspapers.

After strong lobbying efforts by newspapers, the legislature deleted that section. In late June, the bill was awaiting the governor's signature.

- In Missouri, a bill that would continue a tax exemption for advertising was passed by the legislature and in late June was awaiting the governor's signature.

The legislation was triggered by a Missouri Department of Revenue regulation that would have required advertisers to pay a tax on the costs of having an ad produced. If signed into law, the measure will block the regulation.

- In Michigan, Florida and Massachusetts, newspapers were successful in helping to derail or delay proposals in state legislative committees that would have resulted in new taxes being applied to newspapers. □

ANCAM elects officers, updates guidelines booklet

Beverly Klein, classified advertising manager of the Milwaukee Journal and Sentinel, was elected president of the Association of Newspaper Classified Advertising Managers at ANCAM's annual conference June 16 in Monterey, Calif.

Beverly Klein

Other officers elected during the conference were Richard E. Riggins, St. Petersburg (Fla.) Times and Evening Independent, president-elect; Cliff H. Hanson, The Salt Lake Tribune and the Deseret News, second vice president; Herb Barger, Houston Chronicle, third vice president; and Lee Bollinger, The Press Democrat of Santa Rosa, Calif., secretary-treasurer.

Prior to the conference, ANCAM issued a new edition of "Standards of Acceptance for Classified Advertising."

The update is the first since 1964, and it was prepared under the direction of Klein.

The suggested voluntary guidelines cover all types of classified advertising and are designed to help classified personnel avoid fraudulent and misleading advertising.

Copies of the 28-page paperback booklet are available for $12.50 each or three copies for $25. For more information, contact ANCAM, Box 223, Danville, Ill. 61832; (217) 442-2057. □

10 handy replies upon hearing, 'Newspapers—they've had it'

By Craig C. Standen

In the past year or so, almost everyone of us in the newspaper business has heard downbeat remarks or questions about the future of the daily newspaper. Perhaps the most notable—and certainly the most pessimistic—has been the oft-repeated prediction of cable television's Ted Turner that "newspapers will die within the next 10 years."

Craig C. Standen

I have some bad news for Mr. Turner, and some good news for newspaper people. We're going to be around for a long time, and here are 10 reasons why:

1. Newspapers are by far the largest advertising medium in the United States, just as they have been since advertising began. Advertisers invested $17.4 billion in advertising in daily newspapers in 1981—more than all television advertising and all magazine advertising combined.

2. In spite of a few well-reported closings, most newspapers are healthy businesses. In 1945, there were 1,749 daily newspapers in the United States, according to Editor & Publisher. Our most recent Newspaper Advertising Bureau count (June 1) shows 1,743 dailies currently being published. Often, when one newspaper closes, new ones spring up to replace it. For example, since The Washington Star closed last summer, six new dailies have begun publication in the Washington, D.C., area. Incidentally, the daily newspapers in the United States serve 1,559 different communities—the highest number in history.

3. Newspapers' share of the advertising market is stable. In 1962, our share of total U.S. advertising expenditures was 28.9 percent. In 1981, our share was 28.4 percent. This stability has been achieved despite a tremendous growth in broadcast television, a strong revival of radio, a boom in special-interest magazines, a marked increased in direct mail and the rapid growth of cable TV. Our continued strength in the face of such strong competition is convincing testimony to newspapers' basic vitality.

4. Every day 107 million Americans—seven out of 10 adults—read one or more daily newspapers. And among the demographic groups that are the preferred targets for advertisers—people with professional and managerial occupations, with higher incomes and with college educations—daily readership is eight out of 10. On a weekly basis, nine out of 10 adult Americans read one or more issues of a daily newspaper.

5. This year, American and Canadian consumers will spend more than $7 billion to buy their newspapers. That's $135 million per week, every week. People keep on paying for and reading the daily newspaper because it's an essential part of their lives.

6. Newspaper advertising is more believable than advertising in other media. Two independently conducted studies in the past two years confirm this. In both, a national sample was asked which major medium has the most believable advertising; and in both, respondents rated newspaper advertising "most believable" by a wide margin.

7. Newspapers have successfully adapted to changes in American life. For readers, there are new special-interest editorial sections and features, better reproduction, more color, livelier writing. For advertisers, there are Standard Advertising Units, or SAUs, NEWSPLAN discounts for continuity, and standardized coverage and demographic information with CAN DO.

8. Not everyone realizes what a major industry newspapering is. But in fact, newspapers are the nation's largest manufacturing employer. According to the U.S. Department of Labor, newspapers rank No. 1 with 432,000 employees, followed by steel mills, automobile car body plants and auto parts makers.

9. Newspapers' circulation, after a dip in the mid '70s, has stabilized. In 1981, daily circulation was nearly 62 million. And Sunday circulation was at an all-time high of 55 million.

10. Wall Street—where judgments are based on performance, not sentiment—regards newspapers as a strong business with an excellent long-range outlook. Stocks of the publicly traded newspaper companies consistently sell at a price-earnings ratio well above the Dow Jones average. ☐

Standen, who became president of the Newspaper Advertising Bureau June 8, will be a regular contributor to presstime.

Planned ABC-TV home viewing project could further splinter broadcast audience

The ABC-TV network has filed applications with the Federal Communications Commission to begin operating "Home View Network," an innovation some newspaper advertising executives believe might further fragment network television's audience.

The proposed service would have ABC affiliates in five major cities transmit three hours of scrambled programming after midnight five days a week to subscribers who either own or lease video cassette recorders.

ABC has applied to begin the programming early next year.

Leonard A. Zane, chairman of the International Newspaper Advertising and Marketing Executives Telecommunications Committee, noted that the plan "would not only further fragment the network television audience, but it would greatly increase the sales" of VCRs, which themselves compete for viewing time through the use of movie rentals and home-made taped presentations. The VCRs also have "the ability to delete or speed through commercials of pre-recorded programs," Zane observed.

He said newspaper advertising sales representatives should remember that if Home View Network and similar innovations are successful, commercial TV advertisers will get fewer and fewer viewers for their ad messages. ☐

Newspaper campaign leads volunteers to aid city parks

When federal, state and local government cutbacks forced the city of Lincoln, Neb., to cut 65 employees from its Parks and Recreation Department, the Lincoln Journal and Star decided to do something more than report the gloomy news.

In a full-page letter to the Lincoln residents on Sunday, May 23, General Manager Paul McCue urged residents to "join with us in a V.I.P. program—simply meaning, VOLUNTEER IN PARKS."

Citing President Reagan's call for voluntarism to take up the slack from reduced federal funding of nondefense programs, the letter suggested ways for individuals, neighborhood groups, businesses, civic and church groups, sports teams and senior citizens to involve themselves by volunteering a few hours or by "adopting" a park.

The response, according to General Sales Manager Don Shriner, has been "phenomenal."

By the end of June, more than 400 volunteer efforts had been mounted by businesses, offices, utilities and individuals, young and old. The newspapers and their employees were among those involved. The Lincoln parks department launched a Friends of the Parks program to coordinate the volunteers.

The newspapers have covered the volunteer efforts with news stories, features and promotional ads.

Journal and Star retail ad consultant Eddie Anderson mows grass in city park.

Newspapers interested in obtaining more information about the program should contact Shriner at the Journal-Star Printing Co., P.O. Box 81609, Lincoln, Neb. 68501; (402) 475-4200. ☐

Readership Project has new campaign

"Newspapers give you more of what you want to know" is the theme of a new promotion campaign sponsored by the Newspaper Readership Project.

The theme will be the tag line on a series of ads designed by the Newspaper Advertising Bureau.

The series highlights such things as the fact that nine out of 10 Americans read a newspaper every five days, and that the newspaper business is the number one manufacturing employer in the U.S.

For more information, contact NAB, 485 Lexington Ave., New York, N.Y. 10017 ☐

Promotion successes fill 1982 Idea Newspaper

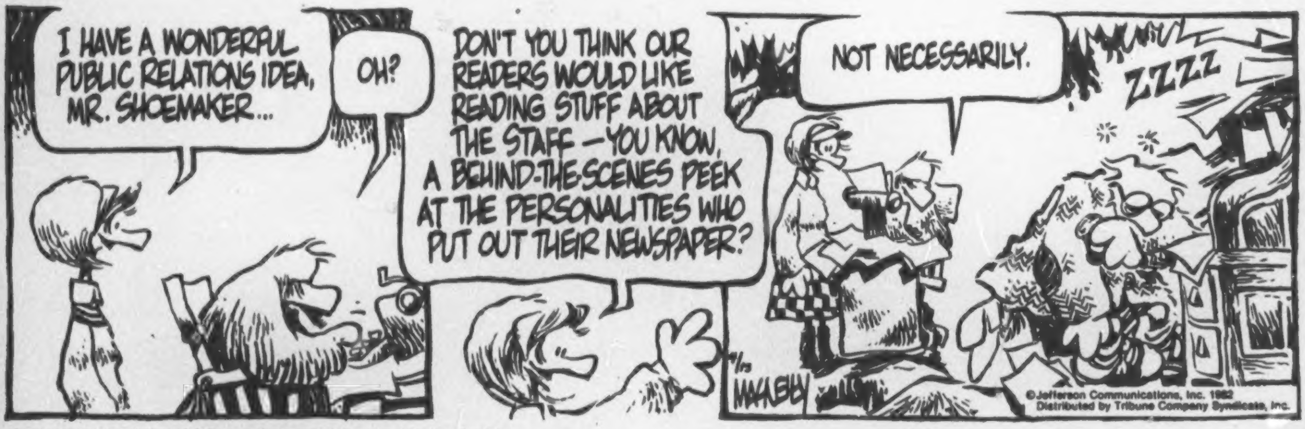
A 56-page broadsheet compilation of award-winning promotion ads from around the world is available from the International Newspaper Promotion Association.

The "1982 Idea Newspaper" allows newspaper personnel who did not attend the May INPA convention to review the myriad—and successful—circulation, editorial, advertising, classified and public relations promotions discussed there.

Copies are available for $5 each for INPA members and $15 for nonmembers. Contact INPA at P.O Box 17422, Dulles International Airport, Washington, D.C. 20041; (703) 620-9560. ☐

'Shoe'

By Jeff MacNelly


I HAVE A WONDERFUL PUBLIC RELATIONS IDEA, MR. SHOEMAKER...
OH?
DON'T YOU THINK OUR READERS WOULD LIKE READING STUFF ABOUT THE STAFF —YOU KNOW, A BEHIND-THE-SCENES PEEK AT THE PERSONALITIES WHO PUT OUT THEIR NEWSPAPER?
NOT NECESSARILY.
ZZZZ
MACNELLY

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Personnel relations

Job descriptions can clarify responsibilities

By Virginia Tadie

"That's not part of my job . . ."
"It's not my responsibility to . . ."
"We do the same thing, but her pay is . . ."

How often have supervisors heard these complaints and others? What impact do they have on organization and morale?

Accurate and well-communicated job descriptions may be the solution.

A job description is a written, objective statement of the responsibilities, duties and tasks of a particular position in an organization.

Job descriptions are the foundation for formal wage and salary programs [presstime, May 1982, p. 50]; they provide the basis upon which wages are determined. Recent suits under the Equal Pay Act, in which courts based their decisions on job descriptions, indicate the importance such descriptions can have on personnel administration.

The process of developing and using job descriptions has practical applications for all employees, regardless of union status. Traditionally, formal job descriptions have been written for non-union employees only, leaving union members to rely on often-incomplete contract language to describe jobs.

This practice is now coming into question as more newspapers become interested in providing formal job descriptions for all employees.

Michael Seraphine, personnel manager for the Minneapolis Star and Tribune, believes his newspaper eventually will compile job descriptions for all employees "because it is good business practice."

The Boston Globe Employees Association, an independent union for white-collar workers, recently negotiated for the provision of job descriptions and performance-appraisal reviews to bring about "uniformity and consistency," according to Adeline M. Callan, affirmative action director and personnel manager.

Many applications. Job descriptions assist in the personnel function in such important areas as compensation; organization of work; recruitment, hiring and training; employee performance; and supervision.

Compensation—Job descriptions provide the basis for ensuring internal and external equity in determining employee compensation. By developing descriptions which clearly define the tasks and responsibilities of each job in the company, similar positions can be identified and equal pay justified.

That was the primary goal of the Houston Chronicle's personnel department when it undertook the task of writing descriptions a year and a half ago, according to Vice President H. Michael Tyson. A program that pays internally equitable wages creates satisfaction among employees, personnel relations specialists agree.

Job descriptions are equally important in assuring that wages are competitive with the market value of the jobs outside of the company. This enhances the company's ability to attract and retain qualified people.

Companies that cannot use their own resources to solve the issues of internal and external equity will find their employees searching elsewhere to resolve compensation inequities.

Organization—"Job descriptions identify and distribute the work that needs to be done within the organization," according to Sidney Scott, corporate director of human resources for the Dubuque (Iowa) Telegraph-Herald. They help to organize and structure departments and the working relationships within them as well as to identify consistent work assignments and

WELCOME
IN
OUT
MISC.

Times Publishing Co., St. Petersburg, Fla.

Tadie is personnel relations associate in the ANPA Labor and Personnel Relations Department. This article is the second in a series on wage and salary administration.

avoid unnecessary duplication or unreasonable workloads. "Job descriptions also may raise some question as to whether a certain task or responsibility legitimately belongs with one person or another," Scott says. This aids in the process of organizing the departments in specific and the company in general.

Recruiting, hiring and training—The availability of a clear and accurate description of a vacancy on the staff is an obvious advantage to both employer and prospective employee. The applicant is aware of the tasks and requirements of the job from the outset. The interviewer has vital information regarding the nature of the job and the qualifications necessary for satisfactory performance of the job.

"By looking at the job description's specifications, we can determine if an applicant is capable of doing the job," Scott says. Training needs and learning time can more easily be anticipated by comparing an applicant/new hire with the job description.

Employee performance—Perhaps the greatest single factor in considering job descriptions is the impact they have on employees. As expressed by Barbara Ferranti, manager of compensation of The Miami Herald, "Job descriptions effectively communicate what is expected of an employee—how else would they know?" An employee who is well aware of the tasks, responsibilities and expectations of the position is more able to work productively and effectively.

Dubuque's Scott describes another way in which job descriptions help. "Employees have the tendency," he says, "to expand what they are doing regardless of whether it is appropriate for the job or not. Job descriptions help individuals get back to doing what they should be doing."

Supervision—On the other side of the fence, supervisors benefit from job descriptions. "Management's role is made easier," says Seraphine of Minneapolis, "because department heads know what everyone else is doing, who is responsible for what and what to expect." As Scott puts it, "Not only does the employee better understand the job, but the supervisor better understands what the job *should* be" as a result of writing job descriptions.

How to do it. Developing a format and writing job descriptions can be accomplished in several ways.

Most of the newspapers surveyed for this article involved each employee and his or her supervisor in the description-writing process.

At The Boston Globe, teams composed of representatives from management and the union were formed to develop job descriptions and performance review formats. Four teams were organized: (1) editorial; (2) technical/skilled; (3) sales; and (4) clerical, administrative and others. Team members were trained in how to communicate effectively with other employees as well as how to write and use job descriptions. The teams then write job descriptions for each white-collar position, subject to final approval by the paper's management.

While there are many models of job descriptions that can be used, most contain the following basic elements in some form:

- *Job title.* Every position in the organization is assigned a title. Similar positions should be given the same title and description.
- *Job function.* A general statement that describes the primary purpose or responsibility of the position and characterizes the role of the job within the organization is provided. This statement may include the expected results of the position.
- *Job data.* The data is a list of the physical and mental activities, tasks and duties performed in the job. These are the areas in which the employees' achievements will be measured. Often the frequency, difficulty or complexity of each task is included.
- *Skills and qualifications.* The skills needed and the methods used to perform the job are listed. These can be divided into two categories: physical (equipment used, policies followed) and mental (calculations applied, personal discretion or judgment used). Specific qualifications (education, previous experience) necessary to satisfactory performance of the job are listed.
- *Reporting relationships.* The expected relationships with people inside and outside the organization are identified. These may include supervision given, supervision received, who the employee works with and other contacts.

Results, conclusions. Executives surveyed say the job-description programs have had a positive impact on their newspapers and their employees.

Scott believes they have improved the way the Telegraph-Herald functions and that they have reduced turnover. "Job descriptions work well," he says. "There is a greater understanding by those involved in making decisions and writing descriptions of the job *and* the organization. There also is a greater understanding across departments. They help cement the working relationships in the paper."

Tyson is pleased with the new structure at the Houston Chronicle. Employees have been able to see "tangible proof" of management's commitment to equitable and competitive wages, he says.

Barbara Bailey, personnel assistant at The Sun and The Daily Herald of Biloxi, Miss., believes a goals-and-objectives program and the job-description process have improved morale at the papers.

At the Minneapolis Star and Tribune, Seraphine says that "generally, the paper is more organized."

Whether choosing a consultant or undertaking the process in-house, developing a job-description program requires the full support and participation of top management, most personnel executives say. Job descriptions are most often associated with formal wage and salary compensation programs and, as such, represent a major commitment on the part of a newspaper's personnel administrators. □

Recent contract settlement

San Antonio (Texas) Light, GAIU: Two-year agreement covering photoengravers retroactive to Dec. 2, 1981.

(Details in ANPA Labor & Personnel Relations Letter Vol. 3, No. 6, June 1982.)

NLRB election

The Patriot Ledger of Quincy, Mass., independent union: A unit of correspondents and news bureau staff personnel voted 18-5 in favor of representation by the Patriot Ledger Editorial Association. The employees will be included in an existing editorial unit.

(NLRB Case No. 1-RC-17620)

Guild and ITU express new optimism on merger

By Clark Newsom
presstime labor writer

"Significant progress" has been made in merger talks between The Newspaper Guild and the International Typographical Union, according to Guild President Charles A. Perlik Jr.

"We're all optimistic," ITU President Joe Bingel told presstime.

The "summit" committees of the two unions will meet Aug. 9-10 in Seattle immediately following the ITU's annual convention in that city. The committees last met June 9-11 in Washington [presstime, May 1982, p. 55], after which Perlik said "more progress was made on substantive matters than in any comparable session previously."

While a number of "tough issues" remain, Perlik said "increased optimism over the prospects of a full and final merger agreement emerging from these revived talks is entirely justified."

A meeting of the full merger committees of both unions has been tentatively scheduled for Aug. 23-24 in Washington, D.C.

In its 49th annual convention June 21-25 in Los Angeles, the Guild devoted the first afternoon to a forum on the proposed merger.

The convention subsequently authorized a special convention in the fall to consider the merger, contingent upon the existence of "a final merger document."

In other convention action, the Guild's International Executive Board was rebuffed when the convention's Finance and Administration Committee killed a long-range financial plan that had been proposed by the board to bolster the operating incomes of local unions and the international. The plan included gradual increases over the next 11 years in the minimum dues mandated for locals in the union's constitution.

The convention did, however, approve a short-term increase in dues, subject to approval by the membership in an October referendum.

Under the minimum monthly dues proposal, for a member making the average reporter top minimum of $467.63 a week, the rate would be raised from the current 5 percent of one week's pay, plus $1.50, to 5.5 percent this December, and to 6 percent on May 1, 1983. (The $1.50 surcharge would be dropped in December.)

In other financial matters, the delegates approved a requirement that locals—starting in 1984—be current in their per-capita payments to the international to be eligible for convention voting.

In recommending the executive board's plan, Perlik and Guild Secretary-Treasurer Charles Dale said that the principal cause of a $106,847 deficit in the general fund for the fiscal year ended March 31 was the inability of locals to meet their obligations to the international. Operating costs are paid out of the general fund.

At the same time, because of few strikes during the year, the Guild's defense fund reached a new high of $4,970,992.

In the officers' report to the convention, membership was reported at 31,877 in March, down from the all-time high of 33,872 reached in September 1978. The decline in membership was blamed on newspaper closings, bargaining unit clarifications in NLRB proceedings [presstime, March 1981, p. 44] and the state of the economy.

The officers also told the convention that local unions should "make certain" that employees involved in the electronic distribution of information who are not already covered by a Guild contract be given that "opportunity." ☐

Guild's Perlik (left) and ITU's Bingel

Federal judge refuses to issue order requiring arbitration of new contract

A federal judge has dismissed a suit brought by Pressmen's Union No. 277 to compel the Pensacola (Fla.) Journal and News to arbitrate the terms of a new labor agreement.

The union had demanded on Feb. 18, 1981, that unsettled terms of a new contract be submitted to an arbitrator.

But U.S. District Court Judge Winston E. Arnow found that a so-called "terminal" arbitration provision of the contract being replaced could not be enforced because the three-year agreement had expired Sept. 30, 1980. The provision in question required that disputes over terms of new contracts be submitted to arbitration.

The union argued that, despite the expiration date, the contract remained in effect.

However, Arnow found that when the union in July 1980 gave the company written notice of its desire "to modify or terminate" the agreement, any right to arbitration ended. The notice to modify prevented automatic extension of the agreement, Arnow ruled.

"A duty to arbitrate must arise from a contractual agreement between the parties," he said. "Obviously, a contract providing for arbitration must be in effect at the time a party exercises its contractual right and demands arbitration."

The union did not appeal Arnow's decision.

(Pensacola Printing Pressmen and Assistants' Union No. 277 v. Pensacola News-Journal, PCA 81-0437) ☐

Labor seminar set

Trends in industrial relations will be pinpointed Nov. 15-17 at a seminar in San Francisco sponsored by ANPA, the Pacific Northwest Newspaper Association and the Western Newspaper Industrial Relations Bureau.

Registration fee for the Labor Relations Seminar is $400. For further information, contact Charles D. Cole, ANPA manager/labor relations, at The Newspaper Center, Reston, Va.

NLRB judge finds Calif. daily intruded on employees' rights

A California daily is appealing an administrative law judge's finding that the newspaper, through the actions of a supervisor, unlawfully interfered with the right of employees to engage in union activities.

The case, being appealed to the National Labor Relations Board, involves the nonunion editorial staff of The Contra Costa Times in Walnut Creek. It arose a year ago during an organizational drive by an umbrella group of unions in the San Francisco Bay area known as the Northern California Newspaper Organizing Committee.

Judge Timothy D. Nelson found that the newspaper's city editor, Nancy Ward, had unlawfully questioned a reporter about her union activities.

He further held that the paper, through Ward, had interfered with employees' rights by telling a worker that employees' wage increases would be in jeopardy if they persisted in "union talk."

Nelson recommended that the NLRB order the Times to stop:

- Threatening employees with loss of benefits if they engage in activities protected by Section 7 of the Taft-Hartley Act
- "Creating the impression" that such protected activities are "under surveillance" by management
- "Coercively interrogating" employees about their own or other employees' protected activities.

Section 7 gives employees the right to form, join or assist unions, to be represented in collective bargaining by representatives chosen by a majority of them, and to engage in other group activities in connection with job-related matters.

Also at issue in the case was the company's "no-solicitation" rule in effect in June 1981 when the union organization was distributing material to employees. The rule prohibited solicitation and distribution of literature of any type during "working time."

Last July 31, the NLRB ruled that employers must include language in their no-solicitation policies advising employees that the prohibition does not apply to break and meal periods or to other times during the workday when employees are not actually working.

On Sept. 2, the Times clarified its rule to reflect the NLRB's new policy.

Nelson found that neither the "old" nor the "new" rule had been unlawfully enforced. While the newspaper's pre-Sept. 2 rule was "technically" in violation of the act, the company "commendably" had taken steps to clarify its rule within 31 days after the NLRB published its new policy, he noted.

"Given delays between the time of issuance of board decisions and the time when they are actually published by reporting services, it takes an alert and conscientious practitioner to become aware of a significant shift in the law and then to effect changes in client practices—all within a roughly one-month period," Nelson said.

(East Bay Newspapers Inc., d/b/a Contra Costa Times, and Northern California Newspaper Organizing Committee, JD-[SF]-115-82) ☐

Circulation unit sought by union found unsuitable

An NLRB regional director has dismissed a petition by Local 505 of the Teamsters to represent a bargaining unit of circulation motor-route carriers and bundle haulers at The Herald-Dispatch of Huntington, W.Va.

The union had sought a representation election in which only about 90 of the newspaper's 270 carriers and haulers would be allowed to vote.

Regional Director Emil C. Farkas found the only appropriate voting unit had to include all of the carriers involved in delivering the newspaper.

But the union did not want to proceed to an election under that arrangement, and its petition was dismissed.

In taking the action, the Cincinnati-based NLRB official concluded that carriers and haulers are employees rather than independent contractors because the newspaper retains "substantial control" over the "manner and means" by which papers are delivered. He also noted the absence of a "proprietary interest" on the part of the carriers.

Farkas found no distinction between motor-route carriers and "youth" carriers aside from the fact that the former are required to have a vehicle for delivery. Therefore, he said, it would be inappropriate to exclude non-driving carriers from the unit sought by the union.

The Teamsters did not appeal the decision to the board.

(Huntington Publishing Co. and IBT Local 505, Case No. 9-RC-14059) ☐

Arbiter upholds discharge of employee for taking coupons

The discharge of a pressman at The Youngstown (Ohio) Vindicator for taking free-offer and discount coupons from the plant was recently sustained by Arbitrator Richard H. Siegel.

The grievant, a Vindicator employee since 1967 who was represented by Pressmen's Union No. 205, was discharged in September 1981 after the circulation manager and assistant production manager saw a pile of coupons in his car.

A year earlier, when the Audit Bureau of Circulations mounted a campaign against coupon abuse [presstime, June 1980, p. 26], the Vindicator had posted a notice to employees that stated: "Anyone taking, cutting out, removing or possessing contest, cents off or free offer coupons or the like will be subject to immediate discharge. You may also be subject to criminal prosecution."

Siegel found the grievant knew about the work rule and "fully understood" its importance.

"Credibility alone is the threshold issue in this case," the arbiter said. He found the pressman's "denials are lacking in credibility."

Employee who hid copy in computer reinstated

The discharge of an editorial employee of The New York Times for pretending to have destroyed computer-stored copy she had prepared was recently overturned by an arbitrator.

Morris P. Glushien, the arbiter, found the June 5, 1981, firing of Jane Weston Linsky was "arbitrary" and constituted punishment disproportionate to the offense she committed, "serious as it was."

While directing that Linsky be reinstated in her old job, Glushien ordered back pay only from last Jan. 1, thereby effectively imposing a disciplinary suspension of nearly seven months. He noted that Linsky had been denied unemployment compensation, but an appeal was pending at the time Glushien made his award.

Linsky was represented in the arbitration by Local 3 of The Newspaper Guild.

The incident leading to her dismissal occurred during a dispute over her pay. She had replaced a vacationing editor for the arts and leisure section during the workweek ending June 5 and had expected to be paid at a higher rate, as in the past in similar situations.

When she submitted a standard "classification claim" for higher pay that day, she learned from the section's editor that because of a change in policy, she would not receive pay for the higher job classification.

"She became outraged and furious and lost her head completely," Glushien said. "Feeling 'ripped off' (to use her words), she threw rationality to the winds and threatened, 'If you are not going to pay me for the work, then you can't have the work. . . . I will kill it.'"

The copy she had prepared that week was in the company's computer. She was immediately warned by the section's editor that she would be fired if she killed the copy.

"Linsky, however, did not accede and proceeded to take immediate action," Glushien related. "What she did, however, despite the verbiage she had used, was not actually kill the copy—for this was never her real intention—but to engage in a game of bluff and merely pretend to do so, at the same time in actuality keeping a set of the copy within her personal control as a lever in the pay dispute."

While her supervisor watched, Linsky "purged" the copy. The supervisor, who believed the copy had been irretrievably destroyed, informed the section's editor that he had seen Linsky "kill the copy."

Linsky was called to the assistant managing editor's office where she explained that she had not killed the copy but had "transferred" it. She admitted hiding the copy from her editor.

According to Glushien, the assistant managing editor told Linsky that he could not tolerate the use of the computer as a weapon to settle labor disputes; that she should have processed her grievance through the Guild; that her conduct constituted gross insubordination and dereliction of duty; and that she was fired.

In directing reinstatement, Glushien noted "a matter of considerable importance in the discharge of a longtime employee—that throughout her 16 years' service she had committed no prior offense of any kind and her record contained no warning, reprimand or blemish whatsoever."

Among other reasons for his decision was the fact that Linsky "almost immediately after the occurrence was regretful and contrite," he said.

Had the copy actually been destroyed, Glushien said that "in all likelihood" he would have sustained the discharge.

Glushien denied the company's request to be allowed to place the employee, if reinstated, in another department. He also denied the Guild's request for interest on the back pay. ☐

ITU ends 3-week strike at Quebec daily

Le Nouvelliste of Trois Rivieres, Quebec, resumed publication May 21 after missing 20 days because of a strike by Montreal Typographical Union No. 145.

The union represents production and delivery employees at the French-language daily.

The strike, which began April 28 and ended May 20, was over terms of a new contract to replace the one that expired Dec. 31, 1981. The new agreement will expire Dec. 31, 1985.

Le Nouvelliste lost two days of publication earlier in April during a strike by advertising employees [presstime, May 1982, p. 54].

Another French-language daily in Quebec, La Tribune of Sherbrooke, has been closed since April 9 in a dispute with the same ITU local. The employees, who claim to be locked out, are publishing a weekly paper. ☐

Additional arbitration awards

Harrisburg (Pa.) Patriot and Evening News, IPGCU: Edward E. McDaniel granted pressmen an 8-percent wage increase in each year of a new three-year contract.

San Francisco Newspaper Agency, ITU: Sam Kagel found that printers who worked 130 shifts in 1980 were entitled to one-week productivity leaves in 1981.

Syracuse (N.Y.) Herald-Journal and The Post-Standard, ITU: Irving H. Sabghir ruled that the company had the right to assign composing room employees with lifetime job guarantees to work in the mailroom.

Washington Post, Guild: Lewis M. Gill held that a staff artist in the promotion department was not entitled to pay as acting art director during two periods when the higher-rated position was vacant.

Washington Star, Guild: Howard G. Gamser, in an award issued nine months after the newspaper closed in August 1981, denied the union's claim for an additional $95,000 in "merit" pay increases it claimed were due 126 employees in 1980.

Youngstown (Ohio) Vindicator, Mailers: Phillip-Harold Marshall found the newspaper did not violate the labor agreement by assigning certain data-processing work to employees in the circulation department rather than to mailers.

(Full texts available from the ANPA Labor and Personnel Relations Department at The Newspaper Center, Reston, Va.)

Capital spending projected to decline this year

In survey findings released June 10 by the U.S. Department of Commerce, business expenditures for new plants and equipment are expected to be 2.4-percent less this year than last, and, according to the latest ANPA Research Institute's capital expenditure survey of member newspapers, newspapers will reflect that trend.

The 476 U.S. newspaper plants responding to the ANPA survey said they are planning to spend about $640.3 million this year. The 427 U.S. plants that responded to last year's survey had projected 1981 spending of $749.5 million.

Overall, North American newspapers that responded to the survey reported they expect to spend nearly $688 million this year for building expansion and modernization and for equipment purchases. In a second part of the new survey, those newspapers said they spent $827 million for those purposes last year.

The 17-percent reduction reverses at least a two-year trend in which newspapers responding to the survey said they planned to increase such expenditures—by 31 percent in 1981 over 1980 [presstime, Sept. 1981, p. 30], and by 32 percent in 1980 over 1979.

According to this year's respondents, less money will be spent in 1982 for construction of new buildings—$113.6 million in 1982 compared with about $183 million last year—while funds allocated for additions and modernization of existing facilities will increase (see chart below).

The newspapers reported spending about $52.6 million for plant additions and modernization in 1981 and expect to allocate about $86.7 million for such projects this year.

The respondents also expect to spend less money for new equipment this year than last. According to the survey, the responding newspapers spent about $591 million on new equipment last year, but they expect to cut that figure to about $487 million this year.

The pressroom equipment budget, annually the largest bite out of the equipment-purchase category, will be cut by about one-third in 1982 compared with the 1981 figure—from approximately $271 million to $184 million.

Mailroom expenditures also are expected to be curtailed this year, from some $54.7 million last year to about $51.9 million.

Some increases in spending, however, are expected—mostly in the telecommunications field. While only about $550,000 was spent by survey respondents on videotex equipment last year, newspapers expect to spend more than $2 million on it in 1982. Cable and teletext expenditures also are expected to increase.

ANPA/RI Coordinator of Operations George Cashau said a downturn in the economy in both Canada and the United States was largely to blame for a reduction in newspaper spending.

"High interest rates have caused newspaper officials to postpone making decisions on capital spending," he said.

Cashau noted that another factor is publishers' expectations of new technological developments, particularly in pressroom equipment, down the road. ☐

Chart 1—1982 Estimates

	U.S.	Canada	Totals
Newspaper Plants Participating[1]	476	19	495
Plant Expansion and Modernization			
New building	$104,393,598	$ 9,220,000	$113,613,598
Addition to existing building	36,253,024	1,900,000	38,153,024
Modernization of existing buildings	47,085,649	1,508,000	48,593,649
Subtotal	$187,732,269	$12,628,000	$200,360,269
New Equipment			
Satellite dish	2,446,427		2,446,427
Cable TV (own)	7,626,540		7,626,540
Cable TV (lease)	764,416	3,000	767,416
Teletext	827,500	30,000	857,500
Videotex	2,124,297		2,124,297
Computer-front-end systems	78,156,818	5,790,000	83,946,818
Computer-business accounting	31,220,203	4,098,000	35,318,203
Composing room	15,233,240	454,000	15,687,240
Camera/platemaking	11,148,485	419,000	11,567,485
Pressroom	169,803,647	14,128,000	183,931,647
Mailroom	51,985,971	3,868,000	55,853,971
Circulation	5,973,333	36,000	6,009,333
Newsprint handling and equipment	8,553,555	132,000	8,685,555
New telephone system	10,158,614	1,397,000	11,555,614
Transportation-automobiles and trucks	24,017,687	2,061,892	26,079,579
New furniture and fixtures	13,798,564	1,650,000	15,448,564
Other	18,711,533	877,000	19,588,533
Subtotal	$452,550,830	$34,943,892	$487,494,722
Estimated Total Outlays	$640,283,099	$47,571,892	$687,854,991

One newspaper listed an $18-million expansion but did not categorize.

Chart 2—1981 Expenditures

	U.S.	Canada	Totals
Newspaper Plants Participating[1]	476	19	495
Plant Expansion and Modernization			
New building	$152,637,983	$30,433,000	$183,070,983
Addition to existing building	17,672,573	1,455,000	19,127,573
Modernization of existing buildings	32,427,793	1,088,700	33,516,493
Subtotal	$202,738,049	$32,976,700	$235,714,749
New Equipment			
Satellite dish	14,242,353		14,242,353
Cable TV (own)	4,892,427		4,892,427
Cable TV (lease)	226,300		226,300
Teletext	139,623		139,623
Videotex	549,607		549,607
Computer-front-end systems	65,528,830	1,799,557	67,328,387
Computer-business accounting	21,846,266	510,000	22,356,266
Composing room	16,250,525	859,259	17,109,784
Camera/platemaking	10,139,228	811,377	10,950,605
Pressroom	234,188,604	36,544,179	270,732,783
Mailroom	54,694,319	17,136,097	71,830,416
Circulation	5,669,479	28,623	5,698,102
Newsprint handling and equipment	12,864,035	335,106	13,199,141
New telephone system	6,483,272	13,000	6,496,272
Transportation-automobiles and trucks	20,535,659	2,527,314	23,062,973
New furniture and fixtures	14,888,370	2,644,002	17,532,372
Other	42,460,165	2,542,601	45,002,766
Subtotal	$525,599,062	$65,751,115	$591,350,177
Total Outlays	$728,337,111	$98,727,815	$827,064,926

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[1] Figures represent only those plants reporting and not all daily newspapers.

The Detroit News completes total offset conversion

News pressman Tom Iwanicki checks offset color reproduction against original photo.

The Detroit News has completed what is said to be the first total letterpress-to-offset press conversion at a large U.S. daily.

The project involved 54 Goss Mark V units, 18 color decks for adding spot color, and 12 color "humps"—plate cylinders that were added during the conversion process, also to increase color capacity.

Operations Director Raymond J. Eby says the $12-million conversion was begun in 1979 to improve reproduction quality and to enhance the News' competitive position.

"Now that we have (fully) converted to offset, we have the same page capacity and color capacity to meet advertisers' needs. We are fully competitive," Eby says. "We would have seen more advertising going to other papers if we had not converted to offset."

The News made the decision to convert rather than purchase new offset presses because the letterpress presses it owned were only six years old. The units were purchased for a remote printing plant in Sterling Heights, a Detroit suburb.

Tokyo Kikai Seisakusho's conversion system was used in the project. Taft Equipment Sales Co. of Chicago, the U.S. representative for the Japanese press manufacturer, directed the project using crews of as many as 24 workers.

Some of the work was subcontracted to local plumbers and electricians, but most of the machinist and training work was handled by TESCO and News employees, TESCO Vice President John Hall says.

The News held classroom and on-the-job training sessions for employees unfamiliar with offset printing. "We have more than 100 years of letterpress experience. We are learning the offset game and doing very well," Eby notes.

He says the News liked the TKS process because it allowed the newspaper to maintain page capacity and press speeds and to improve its reproduction.

The process adds dampening systems, reverses main gearing so the blanket and plate cylinders turn inward rather than outward, and adds impression cylinders.

The units were converted in groups of three over three-week periods. Occasionally, offset and letterpress units ran simultaneously.

Other big conversions. Meanwhile, another big daily continued its plant-wide conversion, but one other conversion is in a holding pattern [presstime, Aug. 1981, p. 38].

The New York Times, which is using the Publishers Equipment Co. conversion process, expects to finish the job next summer, according to J. A. Riggs Jr., senior vice president.

But the Kansas City (Mo.) Star and Times suspended work on the conversion last fall because of a court case involving the firm providing the equipment, Press Machinery Corp.

PMC has filed suit against Smith R.P.M. Corp., another conversion-kit supplier, claiming that Smith violated terms of an earlier agreement arising from Smith's patent-infringement charges against PMC [presstime, Feb. 1982, p. 43].

Spokesmen for both companies said earlier this year that no newspaper would be affected by the suit. But Charles George, vice president of production, says the Star and Times, on advice from attorneys, decided on the suspension.

The conversion will resume, he says, after the litigation is settled. ☐

News was 'rosy' for San Jose readers

In this busy, hustle and bustle world, the poets would have us all "stop and smell the roses" once in awhile. Recently two California dailies made it easy for their readers to do this by adding rose essence to ink in some color artwork heralding the coming of spring.

Iris Frost, special features editor of the San Jose Mercury and News, says she decided to add the scented ink to a staff drawing by artist Sidney Fischer of "little rose nymphs" in a garden setting in the spring garden issues.

Frost says the scent was strong, "like smelling too much perfume." Some readers called to complain about the odor, "and one said she was allergic to the smell," she says. But some callers said they thought the idea was fun.

The pressmen might not have been supportive had they known the result of adding the scented ink to a color deck. "There were a lot of jokes about the smell in the pressroom," says Production Manager Art Allison, "and some pressmen caught hell when they got home." ☐

St. Petersburg dailies conduct newsprint waste-cutting drive

At about $500 a ton, newsprint accounts for a sizable portion of a newspaper's operating costs—as much as 40 percent. Newsprint waste can mean large amounts of money are being tossed out with the day's trash.

Management at the St. Petersburg (Fla.) Times and Evening Independent (combined circulation 297,700) saw their 1981 newsprint waste figure of 5.4 percent as too high and began an incentive program in departments handling the 65,000 metric tons of newsprint purchased there annually.

The St. Petersburg dailies' waste figure exceeded the 4.95 percent 1981 average for ANPA-member newspapers printing by the offset method and purchasing more than 20,000 tons of newsprint annually.

Assistant Operations Manager John Irvin says a goal of reducing that waste figure by 1 percent was established for 1982, with quarterly goals also set to monitor progress during the year. A 1-percent reduction in waste from last year's figure would mean a savings of about $320,000, he says.

Posters are placed around the plant to show monthly and year-to-date waste figures.

If the mid-year and year-end goals are met, the company will sponsor a dinner cruise or dinner-theater outing for employees and their spouses, Irvin says. About 250 employees are participating in the program in the pressroom, mailroom and newsprint storage area.

So far the plan seems to be working. "We are still on target, and I believe that we will make our goal," Irvin says.

The program is making employees "more sensitive and more creative" when it comes to newsprint waste management, he says.

For example, prior to the program, the presses would be shut down at the end of a run. But often the mailroom would call up later needing additional copies. The presses would have to be restarted, resulting in more waste while pressmen adjusted settings.

"Now, prior to the end of the press run, the pressroom signals the mailroom that there are a certain number of papers left in the stream," Irvin says. "Before the presses come to a stop, the mailroom lets the pressroom know how many additional papers are needed."

The St. Petersburg program is the latest in a continuing effort in the newspaper business to curb newsprint waste.

An ANPA special report titled "Newsprint Conservation methods," published in 1974 and reprinted in 1979, listed 138 ways to conserve newsprint. Several suggestions for reducing newsprint waste were included in the report.

A limited number of copies of the report are available at no charge from the Newsprint/Traffic Department at The Newspaper Center, Reston, Va. ☐

For 71 years, a Sedberry has controlled this Texas pressroom

By Tom Walker
presstime technical writer

In 1911, William Howard Taft was president, there were 46 states in the Union and T.D. Sedberry Sr. was running the press for the first edition ever of the Waco (Texas) Morning News.

Seventy-one years later much has changed at what is now the Waco Tribune-Herald, but one thing remains the same—there is a Sedberry at the helm of the pressroom. In fact, there has been a Sedberry in that position since T.D. cranked up the old tubular press for that first run.

There are three Sedberrys in that string, with brothers Douglas and H.A. following in their father's footsteps. For a period in the late 1930s, they all worked at the paper together.

The Sedberry brothers started early in life working with their father. Douglas began at the newspaper when he was still in high school, and at the age of 21, H. A. was attending Baylor University and working at the newspaper on the weekends.

"My father was the superintendent, Doug was a journeyman pressman and I was an apprentice," says H.A., who notes that longevity has been a family trademark. T.D. worked in the pressroom for 53 years before retiring in the mid-'60s; Douglas for 45 years before retiring in 1977; and H.A. will come close to matching Douglas before retiring in "another year or so."

When that happens, the string of Sedberrys working in the pressroom will end—not altogether by choice. H. A. says his son wants to work at the paper, but a policy against family members working together was instituted when Cox Enterprises Inc. purchased the newspaper about six years ago.

Although the present publisher, Raymond R. Preddy is delighted to discuss the Sedberrys, he notes, "I've only been here five years, they've been here forever."

Another veteran of the newspaper, Harry Provence, who spent 42 years at the newspaper as managing editor then editor, remembers all three Sedberrys.

"T.D. was a genius in the pressroom. He made something work whether it was supposed to work or not," he says. "We used to kid him about how he kept equipment patched together with baling wire and chewing gum."

But Provence doesn't limit the accolades to just T.D. "Douglas was his father's heir and disciple. H.A. carried on in the same tradition and has the same skills," he says.

Provence tells of a nickname for T.D. that grew from a "clown-like" character called "Jasbo." "I don't remember whether Jasbo was a clown or a comic strip character, but he was long-legged and long-faced, and we started calling T.D. by that nickname."

The nickname stuck, Provence says, "and we even turned it into a verb. Whenever something had to be fixed in an unorthodox way, we said it needed 'Jasboing.' "

Provence is effusive in his praise for the whole Sedberry clan. "They're great people, and you could depend on them. They were totally devoted to the newspaper. If you needed them for 20 hours, they gave you 21."

Why did they all stay at one newspaper? H.A. answers simply: "Like they always say, it's something that kind of gets in your blood."

International interest grows in producing paper from kenaf

The idea of using kenaf as a source of fiber for newsprint is beginning to catch on in international circles.

A request for funds to conduct additional research into the process of turning the fast-growing plant into paper will be submitted to the UNESCO-sponsored International Program for the Development of Communications.

The funding proposal will be made by FIEJ, the International Federation of Newspaper Publishers. The idea originated in FIEJ's Newsprint Committee headed by Donald N. Soldwedel, president and publisher of The Yuma (Ariz.) Daily Sun. An ANPA director, Soldwedel also chairs the ANPA Newsprint Committee.

At the 35th FIEJ Congress in Oslo, Norway (see story, p. 33), the international group also adopted a resolution:

- Expressing its "strong support" for the development of kenaf and encouraging continued research
- Stressing the need for "new low-cost mill technology" to be developed to take full advantage of kenaf and to enable more energy- and water-efficient production of newsprint
- Urging "continued discussions with agricultural interests, newsprint companies and the relevant national and international organizations."

According to ANPA Vice President/General Counsel W. Terry Maguire, UNESCO officials have reacted positively so far to the kenaf-paper notion.

At a meeting in Paris prior to the Oslo FIEJ Congress, Maguire said he and ANPA Government Affairs Committee Chairman K. Prescott Low were told by UNESCO officials that "kenaf appears to have the potential to meet several legitimate world communications needs involving the supply of paper for literacy programs and a variety of publishing activities."

The FIEJ funding proposal is expected to be considered at the IPDC meeting Dec. 6-13 in Paris. According to Soldwedel, the proposal will seek support for kenaf research, probably in a Third World country.

The government of Belize in Central America also is expected to seek IPDC funding for a kenaf project.

A Belize representative was among officials from several Caribbean nations attending a May 27 kenaf presentation by ANPA at the U.S. State Department's Office of Communications and UNESCO Affairs.

According to ANPA Manager/Government Affairs Martin Casey, "The fostering of kenaf newsprint development in Third World countries is seen as contributing to worldwide communications capabilities" by the State Department and by the ANPA Government Affairs Committee.

In other international kenaf matters, Soldwedel reported that he has been informed by a representative of the Research Institute for Newspaper Development in India that the government there, which previously had not been working to develop kenaf as a source of paper pulp, has now decided to do so as a result of research sponsored by ANPA. ☐

'Statistics' available

"Newsprint Statistics 1981" has been compiled and is now available upon request to ANPA's Newsprint/Traffic Department at The Newspaper Center, Reston, Va.

The annual report [presstime, Aug. 1981, p. 41] contains data on U.S. daily newspaper newsprint consumption by state and region, newsprint supply and sources, publishers' stock, and North American newsprint mill capacity.

Concern expressed over U.S. proposal to use international newsprint definition

A proposal to define newsprint in U.S. tariff schedules according to international standards could adversely affect the newspaper business, the U.S. International Trade Commission has been told.

At the request of President Reagan, that agency is drafting a plan for the adoption of the so-called "Harmonized Commodity Description and Coding System," a proposal to bring tariff nomenclature up to date and to assist in the compilation of international statistics.

At the present time, there is no definition of newsprint in U.S. tariff schedules. A longstanding U.S. Treasury Department decision serves as a description. ANPA wrote the commission that up to one million tons of paper being imported annually into the United States under the classification of standard newsprint would be excluded under the newsprint definition in the harmonized system.

That definition calls for newsprint to have a smoothness not exceeding 200 seconds Bekk, one of several tests used to ascertain the smoothness of paper. The Treasury Department description of newsprint includes no standard for smoothness, the Association pointed out.

According to the ANPA Newsprint/Traffic Department, the paper in question is used by 55 newspapers that are members of Metropolitan Sunday Newspapers Inc. in their Sunday magazines; by the nationally distributed Sunday supplements Family Weekly and Parade; by the National Enquirer; and for the advertising inserts of K mart, Sears, J.C. Penney and Montgomery Ward.

ANPA told the commission that if newsprint exceeding the smoothness standard was put under a new classification but still enjoyed the same statutory exemption from duty as standard newsprint, "it might be acceptable."

ANPA also said adoption of the new definition would undermine the Association's newsprint statistical reporting system. And it could affect the delivery and unloading allowances now provided for newsprint by railroads, the Association noted.

The commission has until June 1983 to complete its draft document and send it to the President. Congressional approval is necessary.

The harmonized system, which has not been completed, is set for implementation in January 1985. It would replace the so-called CCCN System. Of the industrialized nations, only the United States and Canada do not use that system. ☐

U.S. dailies' 1981 newsprint use was up slightly

U.S. daily newspapers consumed just over 7.8 million metric tons of newsprint in 1981, .3 percent more than a year earlier. This figure supersedes a preliminary one that had consumption down .7 percent.

The annual ANPA survey shows that Alaska had the largest percentage increase in newsprint consumption between 1980 (10,053 metric tons) and 1981 (13,046 tons), 29.8 percent.

Next highest were New Hampshire (7.6 percent), Colorado (7.2), Texas (6.0), Florida (5.5), South Carolina (4.8), Arizona (3.8), South Dakota (3.6) and Minnesota (3.5).

Texas had the biggest increase in actual tonnage consumed, 35,061 tons—621,065 compared to 586,004.

Net decreases were recorded in 29 states. Montana had the largest percentage decrease (7.7). Illinois had the biggest decrease in tonnage, 20,210.

California remained the nation's top consumer, using 1,071,289 tons.

In ANPA's annual regional breakdown, the South showed the largest percentage increase between 1980 (2,334,257 tons) and 1981 (2,394,022), 2.6 percent, followed by the West at .8 percent and the Northeast at .7 percent. There was a decline in the North Central area of 3.4 percent.

The survey covered 1,785 dailies—all U.S. general-circulation daily newspapers as well as some foreign-language, college and special-service dailies such as trade newspapers. They accounted for 76.9 percent of 1981's estimated total newsprint consumption of 10,164,000 metric tons by all U.S. users including commercial printing firms, free-distribution publications, comic sections and the government. The adjusted 1980 percentage figure [presstime, July 1981, p. 58] was 77.2. ☐

State-by-state newsprint consumption by U.S. daily newspapers*

	1981	1980	% change		1981	1980	% change
Alabama	65,218	65,864(r)	-1.0	Montana	14,316	15,509	-7.7
Alaska	13,046	10,053	29.8	Nebraska	44,317	45,464(r)	-2.5
Arizona	111,957	107,850(r)	3.8	Nevada	33,087	32,069	3.2
Arkansas	40,442	40,219	0.6	New Hampshire	15,267	14,190(r)	7.6
California	1,071,289	1,062,167(r)	0.9	New Jersey	253,582	249,365(r)	1.7
Colorado	166,261	155,165	7.2	New Mexico	25,120	25,014(r)	0.4
Connecticut	95,490	101,676	-6.1	New York	831,166	822,740(r)	1.0
Delaware	13,821	13,373	3.4	North Carolina	121,684	121,705	-0.0
District of Columbia	209,069	203,226	2.9	North Dakota	12,960	13,525	-4.2
Florida	481,285	456,303(r)	5.5	Ohio	354,926	364,310(r)	-2.6
Georgia	127,090	130,334(r)	-2.5	Oklahoma	83,990	83,283(r)	0.8
Hawaii	31,272	32,700	-4.4	Oregon	85,872	92,443	-7.1
Idaho	16,288	17,289	-5.8	Pennsylvania	414,365	413,586(r)	0.2
Illinois	402,242	422,452	-4.8	Rhode Island	32,570	33,056(r)	-1.5
Indiana	132,090	137,245(r)	-3.8	South Carolina	57,854	55,209(r)	4.8
Iowa	62,863	64,825(r)	-3.0	South Dakota	10,254	9,899(r)	3.6
Kansas	39,134	39,864	-1.8	Tennessee	107,885	107,934(r)	-0.0
Kentucky	69,440	73,738	-5.8	Texas	621,065	586,004(r)	6.0
Louisiana	121,936	124,353	-1.9	Utah	36,010	36,779	-2.1
Maine	19,228	19,587	-1.8	Vermont	6,951	6,961(r)	-0.1
Maryland	99,647	97,194	2.5	Virginia	110,199	110,768	-0.5
Massachusetts	234,061	228,590	2.4	Washington	143,659	148,060	-3.0
Michigan	294,489	307,445(r)	-4.2	West Virginia	31,157	32,279(r)	-3.5
Minnesota	113,290	109,419	3.5	Wisconsin	132,813	139,145(r)	-4.6
Mississippi	32,238	32,458	-0.7	Wyoming	7,382	7,282	1.4
Missouri	161,176	169,283(r)	-4.8	Total	7,812,835	7,789,266(r)	0.3

Regional newsprint consumption by U.S. daily newspapers*

	1981		1980(r)		
	Number of newspapers	Consumption	Number of newspapers	Consumption	% change
Northeast	320	1,902,680	320	1,889,753	0.7
North Central	568	1,760,574	571	1,822,876	-3.4
South	588	2,394,022	587	2,334,257	2.6
West	309	1,755,559	306	1,742,380	0.8
Total	1,785	7,812,835	1,784	7,789,266	0.3
Total consumption by all U.S. users		10,164,000		10,088,000	0.8

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*Metric tons

(r) Revised

CPU inks contract with Abitibi-Price

Members of the Canadian Paperworkers Union at 11 Eastern Canada mills of Abitibi-Price Inc.—against the recommendation of the union's leadership—have ratified a new two-year contract.

The pact, accepted May 27, includes wage increases of 12 percent the first year and 10 percent the second [presstime, June 1982, p. 31].

Attention now turns to the four companies making up the Eastern Canadian Newsprint (bargaining) Group—Domtar Newsprint Inc., James Maclaren Co. Ltd., Reed Paper Ltd. and Quebec North Shore Paper Co.

The CPU was expected to open negotiations with that group in late June on monetary issues. Talks covering local issues got underway earlier. Contracts with the companies expired April 30.

Meanwhile, in the United States, members of the Association of Western Pulp and Paperworkers at Publishers Paper Co.'s Oregon City, Ore., newsprint mill ratified a new two-year contract May 20. It provides wage increases of 7.2 percent in the first year and 85 cents an hour the second.

This leaves labor contracts to be renewed this year at three U.S. newsprint mills: Inland Empire Paper Co., Millwood, Wash., where the existing AWPPW contract expired May 31; Manistique (Mich.) Papers Inc., where the United Paperworkers International Union contract expired June 16; and Great Northern Paper Co., East Millinocket, Maine, where the UPIU contract will expire July 31.

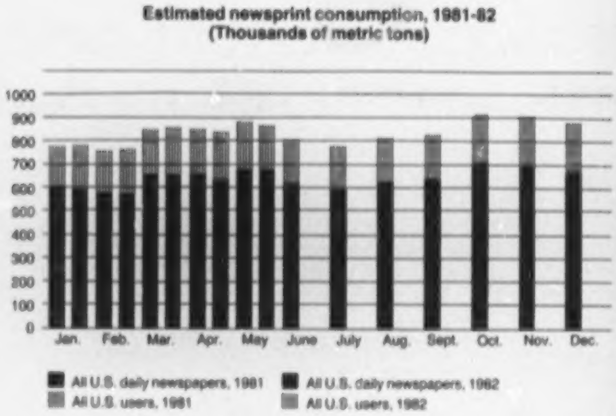
At Manistique, the UPIU voted down a company offer, and, as of late June, no additional meetings of the parties had been scheduled. ☐

Total consumption, U.S. daily use decline

Newsprint consumption was down for all U.S. users and daily newspapers in both April and May.

The estimated consumption of all users decreased 1.3 percent in May compared with May 1981. That followed a decrease of .5 percent in April compared with the previous April. For the five months combined, consumption was up .4 percent.

For U.S. daily newspapers, consumption declined 2.7 percent in May and 3 percent in April. For the five months, it was down 1.9 percent.


Estimated newsprint consumption, 1981-82
(Thousands of metric tons)

Estimated consumption of all U.S. daily newspapers[1]

Region	April 1982	April 1981	% Change
Northeast	152,726	159,164	-4.1
North Central	143,047	154,992	-7.7
South	211,149	210,237	+0.4
West	148,067	150,730	-1.8
Circulation size			
up to 25,000	61,866	64,316	-3.8
25,001-100,000	117,513	123,769	-5.1
Over 100,000	475,612	487,058	-2.4
April totals	654,991(r)	675,143	-3.0(r)
Four-month totals	2,513,306(r)	2,556,646	-1.7(r)
Region	**May 1982**	**May 1981**	**% Change**
Northeast	163,166	169,306	-3.6
North Central	147,758	159,323	-7.3
South	214,783	214,109	+0.3
West	150,802	152,522	-1.1
Circulation size			
up to 25,000	61,204	61,282	+0.1
25,001-100,000	119,871	125,197	-4.3
Over 100,000	495,433	508,783	-2.6
May totals	676,508(p)	695,262	-2.7(p)
Five-month totals	3,189,814(p)	3,251,908	-1.9(p)

Estimated consumption of all U.S. users

	1982	1981	% Change
March totals	868,000(r)	860,000	+0.9(r)
April totals	863,000(r)	867,000	-0.5(r)
May totals	885,000(p)	897,000	-1.3(p)
Five-month totals	4,181,000(p)	4,166,000	+0.4(p)

Production

	Canada	U.S.A.	North America
April 1982	694,073	396,003	1,090,076
April 1981	772,299	391,383	1,163,682
Increase or	-78,226	+4,620	-73,606
decrease	-10.1%	+1.2%	-6.3%
May 1982	743,019	385,031	1,128,050
May 1981	769,851	401,773	1,171,624
Increase or	-26,832	-16,742	-43,574
decrease	-3.5%	-4.2%	-3.7%
Five months 1982	3,694,342	1,993,765	5,688,107
Five months 1981	3,760,686	1,926,797	5,687,483
Increase or	-66,344	+66,968	+624
decrease	-1.8%	+3.5%	+.01%

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
April 1982	454,897	82,818	165,336	703,053
April 1981	512,520	88,613	181,146	782,280
May 1982	500,470	82,708	134,380	717,558
May 1981	514,319	92,570	137,311	744,200
Five months 1982	2,466,958	425,619	642,905	3,535,482
Five months 1981	2,553,804	434,379	686,330	3,674,513
Increase or	-86,846	-8,760	-43,425	-139,031
decrease	-3.4	-2.0	-6.3	-3.8
From U.S. mills				
April 1982	354,299	—	20,309	374,608
April 1981	371,387	—	20,074	391,461
May 1982	346,215	—	29,516	375,731
May 1981	380,173	—	20,051	400,224
Five months 1982	1,817,598	—	128,119	1,945,717
Five months 1981	1,819,773	—	97,529	1,917,302
Increase or	-2,175	—	+30,590	+28,415
decrease	-0.1	—	+31.4	+1.5
From North American mills				
April 1982	809,196	82,818	185,645	1,077,659
April 1981	883,916	88,613	201,222	1,173,751
May 1982	846,685	82,708	163,896	1,093,289
May 1981	894,492	92,570	157,362	1,144,424
Five months 1982	4,284,556	425,619	771,024	5,481,199
Five months 1981	4,373,577	434,379	783,859	5,591,815
Increase or	-89,021	-8,760	-12,835	-110,616
decrease	-2.0	-2.0	-1.6	-2.0

Stocks

U.S. publishers[2]		(Days' supply on hand)	(Days' supply in transit)
March 1982	1,067,764(r)	53	7
March 1981	825,663	39	6
April 1982	1,044,600(r)	52	6
April 1981	846,751	40	6
May 1982	1,010,472(p)	53(p)	7(p)
May 1981	846,451	42	7
Canadian mills			
May 1982	352,746	–	–
May 1981	221,019	–	–
U.S. mills			
May 1982	86,691	–	–
May 1981	30,067	–	–

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[1] Based on stratified data from ANPA-member newspapers in statistical sample; figures in this and other tables in metric tons.

[2] Represents stocks of ANPA-member newspapers in statistical sample

(r) = revised

(p) = preliminary

Newsprint price hikes put off because of soft market in U.S.

Newsprint manufacturers who want to raise prices to their U.S. customers have once again backed down.

Deferring a 5-percent increase were Abitibi-Price Inc., from June 1 to Oct. 1, and St. Regis Paper Co., from June 1 to Aug. 1.

At least nine other firms postponed the price hike that would boost the cost of a metric ton of newsprint to $525. They were: Garden State Paper Co., Kimberly-Clark Corp., Great Northern Nekoosa Corp., CIP Inc., Consolidated-Bathurst Inc., Great Lakes Forest Products Ltd., North Pacific Paper Co., Spruce Falls Power and Paper Co. Ltd. and Boise Cascade Corp.

Several manufacturers put the increase into effect April 1 [presstime, May 1982, p. 56] but rolled it back June 1. Among them were Publishers Paper Co. and three Western Canada producers: MacMillan Bloedel Ltd., Crown Zellerbach Canada Ltd. and British Columbia Forest Products Ltd.

Among the factors contributing to manufacturers' inability to make the increase stick are the soft newsprint market and an abundant publishers' supply built up in anticipation of labor negotiations at Eastern Canada mills this year. Manufacturers' inventories also are high, and several mills have announced closings for short periods this summer.

Even without a price increase, however, Canadian papermakers continue to reap a windfall from U.S. sales because of a highly favorable rate of monetary exchange.

In June, the Canadian dollar fell to a record low, after declining steadily during the month. By late June it was worth 76.86 U.S. cents.

Overall, first quarter earnings by paper companies were down this year from last year (see chart below).

Consolidated-Bathurst Inc., whose net income in the first three months of 1982 was down more than half that of 1981, announced in June it was reducing management salaries to contain costs.

Salaries of top management were reduced 10 percent, and those of middle management 5 percent. □

Financial reports of paper companies, first three months of year

Net income (in thousands of dollars)

	1982	1981	% Change
Abitibi-Price Inc.	$22,109	28,051	-21.5
Boise Cascade Corp.	5,560	37,460	-85.2
British Columbia Forest Products Ltd.	-4,700	11,000	-57.3
Consolidated-Bathurst Inc.	17,649	38,549(a)	-54.2
Crown Zellerbach Corp.	5,600	18,400	-69.6
Crown Zellerbach Canada Ltd.	-3,200	9,100	-64.8
Domtar Inc.	11,600	19,000(a)	-39.0
Donohue Inc.	6,900	6,600	+ 4.5
Great Lakes Forest Products Ltd.	12,179	20,998	-42.0
Great Northern Nekoosa	22,000	21,200	+ 3.8
International Paper Co.	60,000(a)	147,400(a)	-59.3
Kimberly-Clark Corp.	57,700	60,200	- 4.2
MacMillan Bloedel Ltd.	-10,400(a)	11,500	- 9.6
St. Regis Paper Co.	19,430	49,800	-61.0
Southwest Forest Industries	-4,603	4,572	- 0.7
Weyerhaeuser Co.	56,952	57,005	- 0.9

(a) [illegible]

Equipment for sale

Addressograph model 1900 with strip lister, and Graphotype class 6200; were under maintenance contracts, good running condition, spare parts included. Best offer. Contact W. Ryan Kegel, Ellwood City Ledger, 835 Lawrence Ave., Ellwood City, Pa. 16117; (412) 758-5573.

CG Unified Composer; two Hendrix 5200's (with tape readers, punches and lots of spare parts); Shaffstal disc system for capturing AP wire (read unit interfaced to VDTs); three CG Autotape perforators; several Facit and BRPE tape punches. This equipment functioned as a copy-processing system before converting to front-end system. Also, two Extel printers, three CG 2961 typesetters (two working, one being cannibalized), nuArc ruling table. All to be sold as is, where is, for best offer. Contact Blaine Hayes, vice president/production, Daily Times-Call, 717 Fourth Ave., Longmont, Colo. 80501; (303) 776-2244.

Pyrofax offset platemaking system. Zero- to 10-percent squeeze lens. 20 to 30 mats, chemistry and spares included. They sell new from 3M for $70,000. Ours is running and on the floor. Make offer. Contact Ben Myers, general manager, The Lapeer County Press, Lapeer, Mich. 48446; (313) 664-0811.

Equipment wanted

Requests for the following equipment have been received from newspapers by the World Press Freedom Committee:

From Ghana

Linotype Comet and new Comet 300—distributor box; 12 back jaw spring pawl, ref. no. E-355; 12 jaw front spring pawl, ref. no. E-1262; matrix—11 pt. no. 18 and 11 pt. no. 120, excelsior with italic and small caps code, JEJEY, characters e, t, i, -, s, 1, 10 each; liners—11 pt. 11 ems (L.N.), 12 pt. 11 ems, four each.

From Nepal

Four Linotype machines that have 10 to 15 years of service.

From Belize

A one-unit web press.

Equipment contributions to the committee qualify as tax deductions under the Internal Revenue Code. For further information, contact George Beebe, vice chairman, projects, World Press Freedom Committee, 1 Herald Plaza, Miami, Fla. 33101, (305) 350-2401.

(Exchange notices are published without charge as a service to ANPA-member newspapers.)

Fire!! It poses a clear danger to newspapers

By Elise Burroughs
presstime staff writer

Murray (Ky.) Ledger & Times suffered $1.5 million damage in fire caused by electrical problem.

Roughly once a month, on the average, a newspaper somewhere in North America is struck by fire.

The consequences can be devastating.

One daily, the Aurora (Mo.) Advertiser, reverted to publishing twice a week, largely as the result of a fire. A paid-circulation weekly, the Kingston (Mass.) Independent Voice, was transformed into a shopper after its offices burned.

Other papers have missed issues and lost subscriber lists, accounts receivable and other records, files, presses, typesetting machines and other equipment.

Orders for new presses or computers can take months to fill. Replacement is costly, time-consuming and, in some cases, impossible.

There can even be loss of life.

Although precise statistics are unavailable, the incidence of fires at newspapers does not seem to have been reduced by conversion from the hot-metal method of newspaper production to the cool, computerized processes of today.

Most newspaper fires in the last 20 months (see list, next page) were caused by electrical problems—sparks, short-circuits, overheated wiring, etc.—and by arson. Hardest hit often were small dailies and weeklies, many of them operating from aging, rented quarters.

When isolated, the fire toll at newspapers seems staggering. But when put into the perspective of the fire problem throughout U.S. industry, it does not seem that remarkable.

Compared to the restaurant business, for example, the incidence of fires at newspaper plants is "quite low," according to Leonard M. Fortgang, president of Leonard M. Fortgang Associates, a national public insurance adjusting firm headquartered in Bridgeport, Conn.

Fire insurance is available from a number of industrial carriers, at a cost that varies according to how fire-resistant the plant is and what preventive measures the newspaper takes.

Planning for disaster. But the fact is, not all newspapers are prepared for the eventuality of a fire.

Some of those hit did not give enough attention to fire prevention or to insurance and record keeping, their publishers say. Even after fires, many have been unable to afford sprinklers and other sophisticated equipment that would reduce the chances of another such loss—though such investments can result in lower insurance premiums.

The weekly Kingston Independent Voice in Massachusetts, for example, was not insured against fire when it was burned out last February. Its owners had planned to get fire insurance when they moved into a new facility—a switch scheduled for two weeks after the fire struck

In other cases, publishers say, insurance was inadequate. The cost of newspaper equipment has soared in recent years as new technological wonders have been introduced, and many newspapers have not updated their coverage.

One newspaper that did update its insurance found the revision a godsend when a fire destroyed 40 percent of its plant last summer. "We were lucky. We had revised our insurance within the year," recalls James Lang, editor of the Kaukauna (Wis.) Times. "It was all thanks to our insurance agent. He suggested it, and we did it," he says.

Even if the amount of insurance coverage is adequate, filing and obtaining reimbursement for claims can be a major problem. Records are sometimes so incomplete that claims cannot be verified.

Richard T. Rae, publisher of the Mountain Press in Gatlinburg, Tenn., says some of his newspapers' equipment had been handmade by staffers. Virtually everything was lost in a December 1980 fire. "It's hard to file a claim for something that doesn't even have a manufacturer's number," he notes.

Rae also says that his insurance did not cover the loss of advertiser inserts and job printing work that were stored in the newspaper building and destroyed in the fire. "We were not covered for materials not easily identified," he says.

In some cases, vital pieces of equipment or records are not even missed for weeks or months, as staffers try to rebuild the operation. Rae says that more than a year after his plant's fire, employees were still remembering previously unmissed items.

Similarly, at the Mendon (Ill.) Dispatch-Times, Publisher James Taylor reports repercussions from lost job printing files were still being felt months after his plant was hit by fire.

But just maintaining an updated, carefully detailed list is not always enough. The Batesville (Ala.) Guard had inventory records stored in a fireproof safe. Burglar-arsonists broke into the safe in January 1981 before setting a $400,000 fire that destroyed those records. "Now I keep a set at my house," says Pat Jones, manager of personnel and data processing.

Like newspaper executives elsewhere, she has learned that off-site storage of duplicate records is a must.

Damage control. As if the initial fire damage isn't enough, long-term problems stemming from the fire can be overwhelming.

The fire at the paper in Mendon, Ill., for example, was promptly followed by a rainstorm. Some files and records that had escaped the flames became wet and moldy; fire insurance did not cover that extra damage.

Publishers note that newspapers are responsible for safeguarding any property salvaged from a fire from further damage or theft.

Replacing equipment can be a headache, too. John Hofheimer, editor of the Newton County Times in Jasper, Ark., says insurance payments on his paper's fire last Thanksgiving were not received until May.

As a result, Hofheimer says, "Our choice of typesetting equipment (supplier) was limited to anyone who would provide it and wait for payment."

Gatlinburg's Rae cautions that in replacing equipment after a fire, "The item that looks good in an emergency may not be so great after you've lived with it for a year." He suggests that publishers borrow or lease equipment for the short term. "If you must buy, try and get a trade-in for full purchase price within 12 months if you change locations or procedures."

Helping a neighbor. Most newspapers still try to follow the tradition that nothing, not even a fire, causes a paper to miss an edition. What's more, the historic fraternity of the business still operates: Newspapers that are hit by fire are usually then besieged with offers of help from their counterparts. Such aid has kept many newspapers in business following a disaster.

But in these days of one-newspaper towns, fellow publishers are almost never down the street or even across town. More likely, they are on the other side of the county or in another part of the state. Often, their equipment is unfamiliar and incompatible with whatever has been salvaged from a fire.

Rae urges publishers not only to set up reciprocal aid agreements, but also to keep lists of what equipment is available

Fire toll at North American papers during the last 22 months

1982

March 19, The Progress-Index, Petersburg, Va. (evening, circulation 22,067); cause undetermined; fireman and resident of adjoining building killed; estimated damage, including adjacent businesses, $3.5 million.

March 19, Hartford (Conn.) Publications Inc., publisher of three weeklies; carelessly discarded cigarette; estimated damage, more than $100,000.

Feb. 22, The Tribune, Lewiston, Idaho (morning, 24,709); news wire machine ignited; damage minor.

Normalite (weekly, 2,000), Normal, Ill.; overheated compressor; estimated damage, $125,000.

Feb. 15, Kingston (Mass.) Independent Voice (weekly, 3,500); overheated light fixture; estimated damage, $50,000.

Jan. 19, New York Daily News (morning, 1,540,218); short-circuit in a filter exhaust system; damage minor.

1981

Dec. 7, Echo, High Level, Alberta (weekly, 1,278); arson; estimated damage, $400,000.

Nov. 26, Newton County Times, Jasper, Ark. (weekly, 1,005); cause undetermined; estimated damage, $125,000.

Aug. 29, Murray (Ky.) Ledger & Times (evening, 7,862); electrical problem; estimated damage, $1.5 million.

Aug. 11, Osage Beach (Mo.) Lake Sun (weekly, 5,400); electrical malfunction in a photo processor; estimated damage, $60,000.

July 4, Glacier Reporter, Browning, Mont. (weekly, 1,334); gas heater malfunctioned; estimated damage, more than $60,000.

July 3, Fremont (Neb.) Tribune (evening, 13,122); electrical problem; estimated damage, $200.

June 7, Kaukauna (Wis.) Times (triweekly, 5,300); cause undetermined; estimated damage, $190,000.

June 4, Mendon (Ill.) Dispatch-Times (weekly, 1,065); cause undetermined; estimated damage, $82,000.

May 29, Monterey Park, (Calif.) Progress (semiweekly, 16,600); arson; estimated damage, $1 million.

April 22, Annapolis (Md.) Evening Capital (33,663); faulty light fixture; damage minimal.

March 21, Alva (Okla.) Woods County News (weekly, 1,400); arson of adjacent building; estimated damage undetermined.

Feb. 26, Chestnut Hill Local, Philadelphia (weekly); cause undetermined; damage, $10,000.

Feb. 14, Aurora (Mo.) Advertiser (semiweekly, 3,100); arson; estimated damage, $1 million.

Jan. 3, Batesville (Ark.) Guard (evening, 8,572); arson; estimated damage, $400,000.

1980

Dec. 13, Corpus Christi (Texas) Caller-Times (combined circulation, 87,906); cause undetermined; estimated damage, more than $600,000.

Dec. 10, The Gatlinburg (Tenn.) Press (triweekly, 2,596); faulty wiring in attic; estimated damage, $1.2 million.

Sept. 29, Ft. Lauderdale (Fla.) News and Sun Sentinel (combined circulation, 181,663); sparks from a grinder; one newspaper employee killed; estimated damage, $500,000.

A grim reminder of the Newton County Times' fire in Jasper, Ark.

from other publishers. "What we should have known was what type of press equipment they had. What web width, what cutoff, where the plant was located, who were the key people, phone numbers, etc.," he says.

He also believes a proper back-up plan should include up-to-date information on available office space suitable for a newspaper operation.

The personal toll. Rae says that a good plan can save not only time but labor. He recommends that publishers designate in advance the responsibility for every aspect of recovery [presstime, July 1981, p. 12].

Without such preparation, 20-hour days can become standard. Even with an effective plan, sometimes it's impossible to avoid such tasks as copying subscriber addresses from burned-but-still-legible metal addressing plates, driving copy to and from distant printing plants, contacting subscribers and advertisers, and cleaning up.

And in the worst instance, the personal toll cannot even be measured. In 1980, a paper handler was killed by smoke-inhalation during a fire at the Fort Lauderdale (Fla.) News and Sun Sentinel. Last March, a fireman and a resident of an adjoining apartment building died in a fire that also severely damaged the Petersburg (Va.) Progress-Index.

Others have been luckier. Rainey Apperson, who works at The Murray (Ky.) Ledger & Times published by her husband Walter, recalls that the newspaper's circulation manager escaped injury when he raced into the burning newspaper building last August and saved the paper's circulation records. A similar rescue attempt by Gatlinburg's Rae came up empty-handed.

Preventive measures. Newspapers can receive advice and assistance on equipment and emergency plans from ANPA's Research Institute. Engineers there suggest:

- Sprinkler systems
- Carbon dioxide extinguishers
- Halon 1301 gas, a colorless, odorless vapor that will extinguish a fire in 3 to 5 seconds, especially important for computer rooms
- Bilco newsprint storage vents for roofs, which automatically spring open to release heat, smoke and gases
- Plant layouts that separate the pressroom from newsprint storage
- Careful construction of walls and doors
- Proper storage of flammable liquids
- "Good housekeeping" in pressrooms
- Tight restrictions on the use of gas or electrical welding equipment
- Prohibiting extension lights that do not completely enclose the bulb in vapor-resistant, clear glass
- Carefully tested contingency plans
- Some method of automatically notifying the fire department of a fire.

Employees of The Morning Call, Allentown, Pa., learn fire-fighting techniques.

John Simitz, Call-Chronicle Newspapers

A recent article in The Newspaper Controller, the monthly magazine of the Institute of Newspaper Controllers and Finance Officers, offered advice on insurance. According to John J. Crout, a partner in the insurance firm of Blades and MacAuley of Union, N.J.:

- Fire and extended peril insurance is "absolutely essential" for every newspaper. A plant that has sprinklers, is designed to minimize risk and is well-equipped for fire prevention will be eligible for lower premiums offered by two major insurers. "If your newspaper qualifies for Highly Protected Risk treatment, the rates charged by Industrial Risk Insurers or Factory Mutuals can run 20 percent to 50 percent below those charged by other stock or mutual companies."
- Boiler and machinery insurance may be essential for steam boilers—not included under fire and extended-perils coverage—or to cover good-sized transformers, electrical switchgear and power control rooms.
- Policies may pay only the cost of equipment less depreciation. "We recommend you expand this to apply on a full replacement cost, i.e., new for old, subject to a reasonable deductible of up to $5,000 for a small to medium-sized newspaper and up to $25,000 for a large one." Crout added that such deductibles may appear onerous, but they are a good value when compared to the loss a paper would sustain through uninsured depreciation under a typical actual cash-value policy.
- Publishers should look for blanket insurance, rather than insurance with specific amounts applied separately to the building and contents. "A well-arranged program will provide blanket insurance on buildings, machinery, the press and newsprint in one amount."

Another source of help used by some newspapers is the local fire station.

The Sun-Bulletin and The Evening Press of Binghamton, N.Y., and the St. Petersburg (Fla.) Times and Evening Independent have invited firefighters to visit their plants and become familiar with their layouts. If a fire strikes, firefighters can save precious minutes trying to figure out access, where the hazards lie and what aids are available.

The Morning Call of Allentown, Pa., took that process a step further. After the local deputy fire chief visited the newspaper and recommended moving or replacing a number of fire extinguishers, the newspaper decided to make sure its staff knew how to use them.

Nearly 100 Call supervisors and volunteer employees were taught which extinguishers should be used on different types of fire. They also used the extinguishers to put out fires set by the fire department.

Employee Relations Supervisor Robert Snyder says many employees conceded that before the training, they were hesitant to use an extinguisher. After the session, "They told me, 'Boy, this is simple.' "

While firefighting by employees is not expected to replace the fire department, it could contain a fire long enough to evacuate the building.

Newspaper and insurance executives agree that even small newspapers that cannot afford a lot of preventive equipment can at least think about fires, update insurance and records, formulate contingency plans and use local resources, such as their fire departments.

But hard-pressed, busy publishers often put off taking even those steps.

"You think it won't happen to you," recalls Apperson of Murray, Ky. The electrical fire that gutted the Ledger & Times' 75-year-old building last August occurred while the owners were still trying to make up their minds whether they could afford a sprinkler system, she says. ☐

Newspapers coming to the aid of nonsmokers

Newspapers commonly ban cigarettes from pressrooms, computer rooms and newsprint storage areas for fire-prevention reasons.

But a long tradition holds that reporters and editors are driven, hard-boiled types able to type, talk and smoke at the same time. So the smoking lamp remained lit in most newsrooms and other newspaper offices.

Now comes a trend on the part of many U.S. employers to ban smoking at work or to hire only nonsmokers, according to the Wall Street Journal. The trend has hit newspapers, and there are some signs the stereotype of the chain-smoking newspaper employee may be cracking:

- The Minneapolis Star and Tribune, The Philadelphia Inquirer, The Washington Post and The New York Times have taken steps to mitigate the effects of cigarette smoke in offices.
- The St. Petersburg (Fla.) Times and Evening Independent have scheduled stop-smoking seminars for employees.
- Two Associated Press bureaus have banned smoking altogether in the newsrooms, with designated smoking areas available nearby.

Most newspapers are reluctant to institute such an outright ban, despite the fact that among some of their nonsmoking employees the quality of the office air they breathe is a burning issue.

"Putting in a rule after-the-fact when you have let people smoke—there is resistance to change," explains Kenneth Hollands, manager of risk management and insurance for Harte-Hanks Communications Inc.

Yet individual executives at newspapers lacking a comprehensive ban sometimes prohibit smoking in their own offices.

Short of banning smoking altogether, a few newspapers have attempted to reduce complaints by segregating smokers and nonsmokers.

Air ionization unit (left) helps purify newsroom air in Minneapolis.

The Honolulu Star-Bulletin, for example, divided its newsroom into separate sections for smokers and nonsmokers in 1975. Later remodeling, however, led to the clustering of workers in groups of four.

At first, says Executive Editor John Simonds, attempts were made to place smokers and nonsmokers in different groups. As time passed and personnel turned over, however, smokers and nonsmokers began working elbow-to-elbow, with few complaints. Those who did object to cigarette smoke were moved to well-ventilated locations where smoke did not reach them, Simonds explains.

Today, he says, most smokers and nonsmokers at the Star-Bulletin work as they did prior to 1975—closely together.

Purifying the air. Some newspapers are taking advantage of new technology to reduce the presence of cigarette smoke.

After a statewide clean-indoor-air act was enacted several years ago, the Minneapolis Star and Tribune coped with the need to accommodate nonsmokers by dividing some offices into smoking and nonsmoking areas. In other offices, nonsmokers were located where ventilation is best. Employees who were very sensitive to smoke were provided with portable, desk-top, ionizing air filters.

The Star and Tribune purchased AutoFlo air-ionizing units manufactured by AutoFlo of Detroit. Priced at about $250 each, the device picks up large particles of dirt and smoke while an electrostatically charged collector cell attracts and traps both positively and negatively charged small particles.

The cells should be cleaned by maintenance personnel every four to six weeks, according to AutoFlo Sales Manager Norman Oelke.

One portable unit will change the air six times per hour in an area up to about 160 square feet, Oelke says. For larger areas, AutoFlo also manufactures permanent cleaning devices that can be mounted on the ceiling. One such device could clean air in an area measuring 800-1,000 square feet.

At The Washington Post, four "smoke-eating" devices were recently installed in the ceiling of the classified telephone sales office after worker complaints. Similar devices are in use at The Philadelphia Inquirer, too.

For the past year, employees of The New York Times have been working with the management to find some alternative to an outright smoking ban. According to David Unger, an editorial representative of The Newspaper Guild, the newspaper has agreed to make improvements in the ventilating system. ☐

Recession prompts newspapers to tighten up on filling vacancies

At least two newspaper groups have adopted hiring freezes as a result of the current recession, a presstime survey shows.

Knight-Ridder Newspapers Inc. announced a corporate-wide freeze in April, and Harte-Hanks Communications Inc. has a "modified" freeze underway.

However, corporate executives are quick to note that no hiring freeze is absolute—that if a position is critical to getting out the newspaper, it will be filled.

Richard G. Capen, senior vice president/operations for Knight-Ridder, adds that a total freeze is impractical for departments with traditionally high turnover, such as circulation.

But Capen says Knight-Ridder is using the freeze as an opportunity to scrutinize requests for new hires. Any filling of positions must be approved by the operating head and senior editor of each newspaper, he says.

At "very, very cost-conscious" Harte-Hanks, when an employee leaves the company, there is a thorough review of whether that position should be filled, reports Vice President of Human Resources H. Rad Eanes III.

Any new positions must be approved at the group president level, he reports. In today's economy, the only basis for creating a new job is whether it can be demonstrated that the new employee will generate "a quick return" for the corporation, Eanes says.

Spokesmen for both Gannett Co. Inc. and Lee Enterprises Inc., say their newspapers for months have adopted the attitude of "make do with what you have" whenever possible, but neither corporation has announced a formal freeze.

The New York Times Co. routinely operates in such a way that significant expenditures and staff increases are "challenged and questioned," explains Leonard R. Harris, director of corporate relations and public affairs.

However, unlike many other newspaper-related companies, the Times Co. has experienced a very good year so far, with increases in both circulation and advertising linage, Harris notes.

In fact, the company's recent financial performance has been so spectacular that Forbes magazine in June selected it as one of 27 "cream of the crop" publicly traded corporations. □

Two more a.m/p.m. combinations to merge

Two more newspaper companies have announced plans to combine their morning and evening dailies into morning papers [presstime, April 1982, p. 53].

In Minnesota, the evening Duluth Herald (circulation 18,281) will cease publication July 30 and merge with the morning Duluth News-Tribune (47,777) on Aug. 2. The new paper will be named the News-Tribune & Herald.

"We will have the best of both papers," said Publisher John McMillion. He said about 20 to 25 people either will be laid off or take early retirement.

The Duluth dailies are part of Knight-Ridder Newspapers Inc.

In Iowa, the evening Des Moines Tribune (67,596) will be combined with The Des Moines Register (205,640) this fall. The move was approved June 21 by the company's board of directors.

Chairman and Publisher David Kruidenier said he anticipates a reduction of 150 to 200 employees company-wide. □

Daily News sets buyouts

The New York Daily News has reached an agreement with Typographical Union No. 6 on a variation of a "buyout" plan that will eliminate jobs for at least 150 printers.

The newspaper has offered amounts ranging from $30,000 to $80,000 per employee, depending on age. The sums involved would be invested in an annuity plan that would allow tax deferrals. Such modified pension plans require the approval of the Internal Revenue Service.

The News is continuing to meet separately with the other 10 unions involved in working out details of a cost-reduction plan [presstime, June 1982, p. 45]. □

Cleveland Press joins growing list of closed p.m.'s

The demise of The Cleveland Press—the latest metropolitan evening newspaper to fold—was blamed by its publisher on the recession and the loss of key advertising revenue.

And the closure came despite circulation gains. According to Audit Bureau of Circulations figures for the six months ended March 31, the Press' daily circulation was 316,147, up 13,737 from a year earlier.

During the same period, circulation of the competing morning daily, The Plain Dealer, dropped slightly—from 406,444 to 405,842.

The end to the 103-year-old Press came suddenly June 17, about a year and a half after it had been purchased by Cleveland industrialist Joseph E. Cole from E.W. Scripps Co. [presstime, Nov. 1980, p. 48].

Cole, who bought the financially troubled paper only after winning wage concessions from labor unions there, said in announcing the closing that he had been "full of hope that I could make it viable and successful for our community and for the 900 employees who have given the major part of their lives to its operation."

The Press had tried a number of things to attract readers and advertisers—lots of color, attractive layouts and a Sunday edition that in May changed over to Saturday distribution.

The Sunday Press had a circulation of 275,701, compared with The Plain Dealer's 448,219.

The end of the Press meant a reduction to 51 in the number of U.S. cities with two or more daily newspapers under separate ownership.

Thomas Vail, publisher and editor of The Plain Dealer, noted that "people will look at us more sharply" now, and he said his newspaper will "redouble" its efforts to be "fair and responsible."

"Our first effort will be to get as many evening readers as we can to become morning readers," he said. The press run for June 18 was increased by 50,000.

The Plain Dealer had 75 percent of the advertising linage in the Cleveland market when the Press folded, Vail reported. □

UPI purchased by a new firm; some papers express concern

The new chairman of the board of financially troubled United Press International acknowledges that some subscribers have many questions and concerns about the new company that took over the wire service June 2.

But Len R. Small, who also is publisher of The Daily Dispatch, Moline, Ill., and vice president of Small Newspapers Inc., told presstime that he and the other three principals in the newly formed Media News Corp. "are planning to visit as many clients as possible" in the near future and attempt to ease their minds.

Most of the questions and concerns percolating throughout the business center on the financial capability of the new company to sustain the money-losing UPI [presstime, May 1982, p. 18] and on the relative inexperience and anonymity of the Media News partners save Small.

The 39-year-old Small declined to reveal any financial details of the sale, citing an agreement with the seller, the E.W. Scripps Co., to keep them confidential.

However, part of newspapers' stock in trade is searching out information others want to keep secret. In this case, at least one newspaper already has gone public with a sale figure. The Tennessean of Nashville published articles on the transaction in which it put a $17.5-million price tag on the sale.

Small acknowledged the concerns about the transaction; hence the whirlwind tour whereby he and his partners are meeting with UPI clients to help satisfy their curiosity and to explain the new ownership's plans.

UPI spokesman William K. Adler said the new owners will meet this month with members of the UPI Newspaper Advisory Board, who will be given more information than has been divulged publicly.

In addition to finances, concerns have been raised about any possible ties the new UPI owners might have to other organizations. Nearly all stories and conversations about the sale have mentioned that two of the new owners—Douglas A. Ruhe and William E. Geissler—are members of the somewhat obscure Baha'i religion.

The only comment Small would make about such concerns is that he and his partners have "no obligation to any external party of any kind."

Richard F. Kennedy, publisher of The News-Sun in Waukegan, Ill., and a member of the UPI advisory board, is one who thinks more detail about the pact and the new ownership should be made public.

"We run around beating our breast about the public's right to know," he said. "I think we ought to practice what we preach."

Among the most curious about the deal are the news media of Nashville, where Ruhe and Geissler are top executives of Focus Communications, a little-known company that has been involved in developing low-power television and direct-broadcast satellite projects.

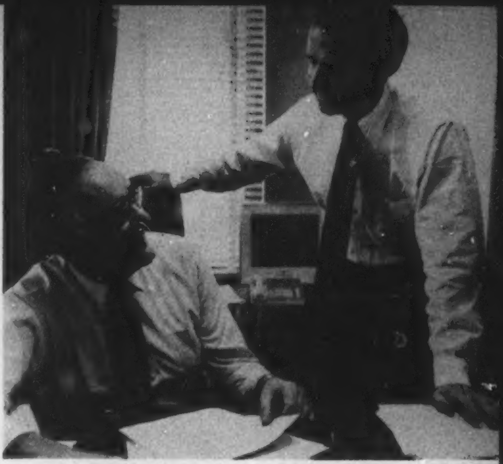
The Nashville Banner told readers in a front-page announcement that it would not run UPI copy or pictures until there is full disclosure, said Vice President and General Manager Jack P. Gunner.

Tennessean Publisher John Seigenthaler said he, too, is concerned about UPI's unwillingness to go public. He has no qualms, however, over the character of the principals.

Seigenthaler expressed high regard for Small, whose journalism career includes a stint as a UPI correspondent. He is the son of Len H. Small, a founder of the UPI Newspaper Advisory Board who was in line to become chairman and president of ANPA before being killed in a car accident in March 1980.

Seigenthaler also said he had interviewed Ruhe and Geissler for an article and found them to be "two men who are committed to correcting many things they saw wrong in society when they were young," such as racial inequality and the "decimation" of Vietnam.

Ruhe, 38, president of Focus Communications and now also UPI's chief operating officer, once was arrested for participating in civil rights protests. Geissler, 36, senior vice president-planning for Focus, once spent 10 months in a federal prison for refusing to serve in combat in the Vietnam war.



New board chairman Small (right) meets with UPI President Beaton.

Ruhe and Geissler also are "religiously committed" through the Baha'i faith, Seigenthaler said. He said there is "nothing cultish about the Baha'is. These two young men are well-balanced and well-oriented and are not fanatics."

The fourth new owner is Cordell J. Overgaard, 48, a Chicago attorney and president of Community Cablevision.

UPI's Adler said Overgaard was responsible for bringing together Small and the Focus Communications executives just three or four months before they closed the UPI deal. Overgaard for the past 13 years has been attorney for Small Newspapers and for the past five years for Focus Communications.

In an informal meeting with reporters during the ANPA Production Management Conference in Dallas June 21, Ruhe and Geissler also declined to reveal financial details, although Ruhe said the new owners expect UPI to break even in 18 months to two years.

Ruhe also said "it amazes me there is a presumption of wrongdoing" on the part of the new UPI principals with their refusal to divulge purchase terms.

Not all publishers harbor skepticism about the sale. Some expressed confidence that E.W. Scripps Co. would not pass the 75-year-old wire service on to unqualified buyers. Some even questioned the wisdom of making public such private business facts.

"I'm not saying I wouldn't like to know," said Ramon L. Yarborough, publisher of the Fayetteville (N.C.) Observer and Times. "I just wonder if financial arrangements *should* be revealed."

UPI staff, including President Roderick W. Beaton and Editor-in-Chief H.L. Stevenson will remain. However, Beaton, who was asked by Media News Corp. to stay "indefinitely," according to Adler, has said he plans to leave after a period of transition. ☐

Kent proposals watered down by government

Divestitures would not be required of Canada's two largest newspaper groups—Southam Inc. and Thomson Newspapers Ltd.—under legislation planned by the government.

However, the government does plan to limit newspaper owners to 20 percent of the total circulation of the country's daily newspapers, according to James Fleming, the minister responsible for the government's response to the investigation and report of the Royal Commission on Newspapers [presstime, Jan. 1982, p. 52].

James Fleming

Fleming, who outlined the government's plans in a speech to University of Western Ontario journalism students, said the 20-percent limit will not be retroactive. But at the same time, the ceiling will bar Southam and Thomson from acquiring additional dailies so long as they are above it. They currently account for 28 percent and 21 percent, respectively, of total daily circulation.

He said Parliament will be asked:

- To enact legislation requiring any non-media company to demonstrate that any newspaper it seeks to acquire will be managed independently of and free from the influence of the company's other interests
- To establish a Canadian Advisory Council on Newspapers that will receive complaints about reporting in dailies that are not members of "effective" press councils.

Four councils now exist—in Alberta, Ontario, Quebec and the Windsor, Ontario, region. But not all newspapers in those areas are council members.

Fleming said the question of dailies owning weekly papers in the same market "is a difficult and important one," and the advisory council will be asked to consider that issue in one of its early reports.

The government also is proposing a five-year program of matching federal grants to help newspapers establish new out-of-province or foreign news bureaus, Fleming said. The maximum per-bureau contribution would be $50,000 (Canadian) a year on a dollar-for-dollar basis for up to three years. The maximum annual federal contribution would be $1 million for 10 foreign and 10 regional bureaus.

"I suspect that the plan I have outlined may concern some people who worry about any kind of public grants to the newspaper industry," he said. "I would point out that the grants criteria are purely economic. They are completely non-judgmental editorially. The decision rests with the newspapers." He also said the proposals are not "cast in stone."

The legislation is not expected to be debated in Parliament until fall.

Tom Kent, who was chairman of the Royal Commission that studied ownership and other aspects of Canada's newspaper industry, said he would not have served had he known the government's response would fall so far short of the commission's recommendations. ☐

Keith McNichol, Edmonton Journal

Publisher O'Callaghan watches disapprovingly as agent rummages through his desk.

Antitrust investigators raid newspaper

Files taken from the offices of the Edmonton (Alberta) Journal by federal antitrust investigators will remain sealed pending a court hearing in September.

Alberta's Court of Appeal ruled in late May that the investigators could continue to search and seize the daily's files, but limitations were placed on their activities.

Copies of any document seized are to be given to the Journal, all seized documents are to be secured by the court clerk and investigators have been forbidden to make notes as to contents of documents.

"I fail to see why anybody should be able to walk into my office and have the right to go through my private papers," said Publisher J. Patrick O'Callaghan.

He said it will be up to the appellate court to rule on whether the Journal's rights under the new Canadian Constitution [presstime, May 1982, p. 63] have been violated.

On April 19, the investigators arrived without warning at the newspaper office. They had a warrant empowering them to seize documents pursuant to the Combines Investigation Act.

The Journal is owned by Southam Inc., which along with Thomson Newspapers Ltd. has been charged with violating the act [presstime, June 1982, p. 44]. The investigators did not specify who initiated the investigation, the reasons for it or what files were to be seized.

Helping smaller papers

Thoughts on marriage mail, ad/news ratios

By Harry W. Edwards

In a recent visit with some daily and non-daily publishers in Texas, I found that the direct-mail threat to the newspaper-insert business remains a hot topic for discussion [presstime, March 1982, p. 51].

There unquestionably have been some losses, particularly K mart and Sears, to direct mail. But most newspapers are developing means to fight back and to recover some customers.

Most newspapers seem to be offering more flexibility in their preprint rates to include frequency discounts and variable zoning plans. They also are achieving more attractive total-market-coverage products by improving nonsubscriber lists and making use of carrier pre-sort postal discounts. There is definitely a more aggressive effort to provide the kind of demographic package advertisers want.

I was one of 167 newspaper people who attended the ANPA/Newspaper Advertising Bureau seminar on marriage mail May 25 in Dallas. Some useful information was exchanged.

For example, one speaker pointed out what he considered to be five weaknesses of many newspapers: lack of sufficient penetration, high preprint rates, inflexibility of ROP ad rates, lack of adequate demographic data and lack of an aggressive sales effort.

I talked with one Texas publisher who a few years ago would not even accept preprints but who now appears to be going all out to retain the business. The fact is, preprints now represent about 10 percent of the ad revenue for many small- to medium-sized newspapers.

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Newshole, as commonly defined, represents all contents of a newspaper other than advertising. That includes news, features, photos, other art, fillers and white space. According to a 1981 analysis by Media Records of 213 selected daily newspapers, 62.3 percent of total content was devoted to advertising, leaving a newshole of 37.7 percent. Newspapers used in the study included 62 morning, 66 evening and 85 Sunday papers in 77 markets.

The Media Records survey covers larger dailies. Yet weeklies typically have about the same size newshole.

I have talked with many weekly publishers who tell me that they need 60 percent to 65 percent advertising to finance the relatively large newsroom needed to deliver a solid local news product. Certainly, there are exceptions, particularly when income from other sources such as commercial printing and shoppers is taken into account.

But in contrast, very few dailies in the under-20,000 circulation group attain this kind of ad/news ratio. My travels to North American newspapers tell me the average would be more like 50-50.

I suppose there are a number of reasons for this: intense shopper competition, a requirement for a balance of local news and wire news, a limited advertising market.

But what is the basis for determining the size of the newshole? Most weekly publishers would say that they try to get as much advertising as possible and fill out with news to provide the optimum size newspaper for a given day. A good many smaller dailies also work on that basis without involving any set formula. Others apply a formula. The fact remains, however, that the explanations are often as varied as the markets served by each newspaper. ☐

Edwards, director of membership development for ANPA, spends about half of each year on the road visiting newspapers and meeting with their top executives. His column focuses on some of the activities and concerns of the smaller newspapers within the Association.

Documentation is key to avoiding tax on 'excessive' accumulated earnings

In many cases, newspapers accumulate earnings when they know they are facing capital expenditures for new buildings, new equipment or modernization of existing facilities. But if they are not careful, they can be taxed for "excessive" accumulated earnings.

In some cases, these taxes have been substantial and have resulted in expensive litigation.

ANPA Assistant General Manager and Vice President/Comptroller Thomas C. Fichter and Vice President/Technical William D. Rinehart note that the Internal Revenue Service can deem that a corporation has accumulated earnings "beyond the reasonable needs of the business," in lieu of paying it out in dividends, and can assess a penalty tax under Section 531 of the federal income tax laws.

The purpose of this provision is, of course, to force the corporate after-tax profits into the hands of the owners or stockholders so that personal income tax is collected, the ANPA officials say.

But the law sometimes severely hampers a newspaper, particularly in these times of rapidly evolving technology, market threats and inflation.

Such situations may be avoided, Fichter and Rinehart advise, if certain steps are taken to show that a newspaper has legitimate needs to accumulate earnings beyond the normal benchmarks.

Because what is excessive is a judgment call, it would be wise for newspapers to document constantly their future needs for capital or what they think they will need. At the very least, the two officials say, this should be done in the minutes of corporate board meetings and should include cost estimates of future needs and the reasons why the board is planning future moves for which earnings are being accumulated.

All reference material, such as manufacturers' brochures, quotations and trade articles should be retained. The board minutes also should reflect the possible future need to expand into new areas such as videotex, teletext, cable acquisition or other legitimate newspaper activities intended to make the corporation more successful in the future.

In every known instance where a newspaper has been assessed the penalty tax, the newspaper had failed to document properly the reasons for the accumulated earnings, Fichter and Rinehart note.

Publishers rebel against 'mercenary' politicians

By Elise Burroughs
presstime staff writer

In addition to redistricting confusion, a faltering economy and the usual campaign worries, political candidates across the country may be facing growing resentment from some small daily and nondaily newspaper publishers.

They say candidates in the past have expected them to give lavish coverage to routine campaign stops. But at the same time, the candidates have bought political ads only in metropolitan broadcast media.

This year, some disgruntled small-town publishers say, things are going to be different.

For example, the Rolla (Mo.) Daily News (evening, circulation 8,288) has announced a seven-point policy regarding coverage of campaigns. Among the rules:

- Press releases will be used as background for staff-written articles only. If candidates want the releases to run word-for-word, they should buy an ad.
- Notices of local fund-raising events will be used as space allows, but to be sure a notice is published, buy an ad.
- Coverage of "press conferences" called for issuance of "policy statements" will be limited.
- One photograph will be run when a candidate announces a campaign or during the first local campaign stop.
- The newspaper will cover the news issues of campaigns at election time, but if a candidate wants all his policies and statements to reach the public, an ad in the newspaper's regular voters' guide might be his best bet.

The Arkansas Press Association earlier this year listed similar guidelines formulated by other newspapers. The association quoted one veteran publisher as saying, "We've been giving our space away for years and have not insisted that after an initial announcement article, the candidate had to buy additional space, just like they did in other media."

Publisher Ralph Clayton of the weekly Caruthersville (Mo.) Democrat-Argus and Pemiscot Journal says some of his fellow publishers were horrified when he announced in April that his newspaper would no longer report on routine campaign visits of candidates.

Some publishers think a candidate "shaking hands on Main Street" is news, Clayton notes, but he does not. "We plan to report that a candidate was in town and the office he is seeking because there may be some news value in that, but no more."

He adds that any genuine news generated by a candidate will be reported, and the purchase or non-purchase of political ads will have absolutely no effect on his newspapers' editorial endorsements.

Clayton and other small publishers say they are angry, not only because candidates tend to spend their campaign funds only in the big cities, but because many candidates routinely expect newspapers to follow their every move.

"They show up in the morning when we are in the middle of putting out the paper and say, 'You lucky people, here I am,'" notes one editor who asked not to be identified.

Clayton says it is the expectation of coverage that gets his goat, too. He says he realizes his new policy "sounds mercenary," but he contends the candidates "have a mercenary attitude, too."

"What has happened in the past is that the candidates hit all of the small rural radio stations and newspapers during a campaign to get their free coverage, then dump all of their campaign funds on St. Louis and Kansas City television," Clayton wrote in an editorial announcing his new posture.

"The big difference during this campaign is going to be that we won't feel so bad about giving away so much (coverage) to a group that couldn't care less about us down here in the swampland," he explained to subscribers—and to any politicians who might be in the reading audience. □

Advertising director's slot found to be most common route to general manager

A recent survey of newspaper general managers revealed that 47.7 percent of them were advertising directors before being promoted to their current jobs.

The number of former ad directors in the general manager ranks is up from 37 percent reported in a similar survey two years ago. Both were conducted by Youngs, Walker & Co., a Chicago-based management consulting firm.

The backgrounds of the 153 general managers surveyed revealed that 14 percent had been business managers; 11.6 percent, circulation directors; 11.6 percent, production directors; 9.3 percent, managing editors; 3.5 percent, employee relations managers; and 2.3 percent, financial executives.

Other results indicated:

- Two-thirds of the general managers had been promoted internally. Of the one-third moved into the slot from another company, 10.4 percent came from outside the newspaper business.
- A majority of the general managers had college degrees, and 34 percent of those with degrees majored in journalism. Of those with master's degrees, 29 percent had them in journalism.
- Average ages of general managers were 43.7-47.8 years. Only one female general manager, at a newspaper with a circulation of less than 20,000, figured in the survey.

Press associations: changes in command

Charles B. Harriman

International Circulation Managers Association, at its annual sales conference June 20-24 in New York City, elected the following new officers:

- President—Charles B. Harriman, Houston Chronicle
- Executive vice president—Frank W. Arnold, The News and Observer and The Raleigh (N.C.) Times
- First vice president—Jack Butcher, The Tampa (Fla.) Tribune and The Tampa Times
- Second vice president—Russell Barcroft, Santa Barbara (Calif.) News-Press. □

Transportation notes

(Compiled by the ANPA Newsprint/Traffic Department, this column features information about transportation developments that may affect newspapers' shipments of newsprint and equipment.)

Retention of common-carrier liability for loss or damage of goods in transit was one of the main topics of discussion for the **ANPA Traffic Committee** at its June 22 meeting in Dallas.

The Committee heard a presentation on that subject by James A. Curtin, claims manager for Bowater Sales Co. and chairman of the Shippers National Freight Claim Council.

The Committee also heard reports on rail contract rates; Southern railroads' reduction of rates and doubling of "free time" for unloading for newspapers [presstime, June 1981, p. 31]; Conrail's request for deregulation of boxcar traffic [presstime, April 1982, p. 18]; rail labor negotiations and Greyhound Bus Lines' increase in newspaper shipping rates (see notes below); and the effect the adoption of a proposed definition of newsprint in U.S. tariff schedules could have on rail allowances (see story, p. 52).

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The Brotherhood of Locomotive Engineers in June was taking a **strike vote** in case there is no breakthrough in negotiations with U.S. railroads. The union has been negotiating with the National Railway Labor Conference since April 1, 1981. The BLE asked the National Mediation board to declare an impasse in negotiations. If that happens, a strike could be called 30 days after either side rejects arbitration. A strike can be delayed for 60 days by the creation of a presidential emergency board.

Ten non-operating rail unions have agreed to new contracts [presstime, Feb. 1982, p. 19], but the BLE, the United Transportation Union and the Yardmasters of America (operating unions) are still negotiating.

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The **Delaware and Hudson** Railway has again asked for deferral of principal and interest payments due on a $37.5-million federal loan. The D&H reported losses of $3.9 million in the first quarter.

Railroad officials say D&H began to weaken in 1976 after it received rights over 950 miles of Conrail trackage while being barred from soliciting business along those lines. The carrier's parent company, the Norfolk & Western Railway, has entered into an agreement with Guilford Transportation Industries Inc. for the sale of the D&H [presstime, June 1982, p. 31].

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Greyhound Bus Lines increased **shipping rates for newspapers** 50 percent on June 15 for interstate shipments and on July 1 for intrastate ones (except in Montana where the new intrastate rate will take effect July 12). The minimum charge per destination was increased from $6 to $9 per month.

The rate structure based on per-pound or per-100-pound shipments and the shipper-identification numbers remain in effect. Greyhound's last increase occurred a year and a half ago [presstime, Nov. 1980, p. 27].

Even with the new increases, Greyhound's newspaper rates will still be less than the package express rates that Trailways and other bus lines use for newspaper shipments, according to ANPA's Newsprint/Traffic Department. ☐

How to handle loss and damage claims

Newspapers should take certain steps to ensure proper handling of loss and damage claims regarding newsprint and other shipments, the ANPA Newsprint/Traffic Department advises. They are:

- Shipments should be inspected immediately upon receipt—not sometime later.
- On truck deliveries, if a shortage or damage is discovered or suspected, make a notation on the delivery receipt, indicating the specific shortage or damage. Have the driver sign and date it.
- On rail deliveries, if a shortage or damage is discovered or suspected, call the railroad agent before unloading the car and request an inspection; confirm this immediately in writing. Look inside the trailer or rail car for cause of damage—shifting, leaking, foreign objects, etc. Take pictures of damaged merchandise if lading is badly shifted or damaged.
- It is the consignee's duty to accept damaged freight and endeavor to minimize the damages by reconditioning, repairing or by otherwise disposing of the merchandise to the consignee's best advantage. The carrier is liable for the difference between the value of the damaged goods and their value in the condition in which they were tendered to the carrier for transportation.
- If the entire shipment is virtually worthless because of damage, it should be refused and a claim filed for the full value.
- If a shipment is partially damaged and the entire shipment is rejected, the consignee, in effect, relinquishes interest in the goods. After a 15-day period, the carrier can initiate steps to salvage the entire shipment at public auction.
- If a shortage or damage was not evident at the time of delivery but subsequently becomes apparent, call the delivering carrier *immediately* for inspection, and confirm this in writing. Set aside all damaged rolls (in their wrappers), cartons or containers.
- Make a joint inspection of damaged goods with the carrier's inspector.
- When the carrier's inspection is completed, obtain a copy of *all* inspection reports.
- If the carrier waives inspection or does not inspect within 30 days of your request, make a detailed inspection report with pictures.
- File a claim with the delivering carrier as soon as possible, and submit all supporting documents—i.e., original bill of lading, inspection report, original invoice or certified copy, original paid freight bill, etc.
- Hold all damaged freight for the carrier's disposition instructions.
- If you require assistance in preparing your claim forms, contact ANPA's Newsprint/Traffic Department.

Following these steps will expedite settlements and alleviate many problems between shippers and carriers.

ANPA has a publication, "Guide to Processing Rail and Truck Loss or Damage Claims," to assist member newspapers in processing claims. For a copy, contact the Newsprint/Traffic Department at The Newspaper Center, Reston, Va.

ANPA names Burke, Donahue vice presidents

Two ANPA staff members have been promoted to staff vice presidents, and the title of another staff vice president has been updated, according to Executive Vice President Jerry W. Friedheim.

Robert L. Burke

Robert L. Burke has been designated vice president/industry and public affairs. Burke has been serving as director/industry and public affairs and previously was ANPA's director/readership and training. Burke, 52, has been with ANPA since 1977.

James E. Donahue has been designated vice president/presstime editor. Donahue has been editor of presstime since the journal's inception three years ago. He previously served as ANPA's manager/government affairs and in the Association's Public Affairs Department. Donahue, 44, has been with ANPA since 1973.

James E. Donahue

The title of Roy W. Anderson has been changed to vice president/human resources from his previous title of vice president/labor and personnel relations in keeping with increasingly frequent, current usage in the newspaper business, related businesses and the government.

"I am delighted that these experienced executives will continue to serve the Association's member newspapers with these new titles," Friedheim said. "Jim Donahue will continue presstime's excellent development and service, and Bob Burke will continue to supervise for the Association matters of circulation, readership, management training, public contacts, press relations, news research and liaison with related national, regional, state and local groups and associations in our business. And, Roy Anderson will continue to add scope and service in the areas of both personnel relations and labor relations."

ANPA's staff vice presidents report to Friedheim and to Assistant General Manager Thomas C. Fichter; and through them to Chairman and President William C. Marcil, the Executive Committee and the Board of Directors. The vice presidents direct staff departments and work closely with and support the committee chairmen and standing Association committees that are active in the vice presidents' areas of responsibility and expertise.

"The ANPA senior staff is a strong one," Friedheim said. "And it will continue to evolve and change over time as we adjust periodically to the changing interests and needs of newspapers and newspaper executives." ☐

Excavation continues at the front of The Newspaper Center in Reston for an addition that will house ANPA's new research facility. To the side and the back of the existing building a new parking lot has been created.

ANPA: *serving the membership*

NIE services cover wide range

The American Newspaper Publishers Association Foundation devotes much of its resources to helping ANPA-member newspapers establish and expand Newspaper in Education programs.

Services include:

- Visits by NIE field advisors to work with newspaper staff members and/or local educators on NIE.
- Photo-ready NIE curriculum materials for all grade levels and subject areas.
- "How-to" publications on developing a program, planning a teachers' workshop, writing a newsletter for teachers and marketing a program.
- Conferences and seminars on starting, improving and expanding local programs.

For detailed information on NIE, contact Linda B. Skover, manager/education services, ANPA Foundation, at The Newspaper Center. ☐

This column reports on activities of individual ANPA departments.

speeches

David G. B. Lindsay

Robert Fusie

Harold E. Wainwright

W. V. Harwell

Single copies of the following speeches are available without charge from the Public Affairs Department at The Newspaper Center, Reston, Va.:

From the ANPA Symposium on Pressroom Options, Chicago, March 30-31:

- **The Faustel Option.** David G. B. Lindsay, vice president and general manager, Herald-Tribune and Journal, Sarasota, Fla.
- **The TKS Option.** Robert Fusie, general manager, Quad-City Times, Davenport, Iowa.
- **Quality, Paper and Ink.** C. Robert Turnbull, general manager, The London (Ontario) Free Press.
- **The Kidder-Stacy Option.** Jerry DeHimer, director/mechanical department, The Journal and Bulletin, Providence, R.I.
- **The PMC Option.** Harold E. Wainwright, production manager, Richmond (Va.) Newspapers Inc.
- **The Smith RPM Option.** Ralph "Bud" Davis, production manager, Topeka (Kan.) Capital-Journal.
- **The Flex-O-Line Option.** W. V. Harwell, operations director, Newspaper Printing Corp., Nashville, Tenn.

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From the 35th FIEJ Congress, Oslo, Norway, May 24-28:

- **Adapting Without Direct Government Aid.** Allen H. Neuharth, chairman and president, Gannett Co. Inc.
- **Government Support of the Daily Press in Sweden.** Jan-Erik Wikström, Swedish minister of education.

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- **The Press and Its Relationship to Government and Society.** Katharine Graham, ANPA Executive Committee chairman, and chairman and president, The Washington Post Co. Massachusetts Institute of Technology commencement, Cambridge, June 1.
- **The Power of the Press: A Problem for the Republic—a Challenge for Editors.** Michael J. O'Neill, editor, New York Daily News. American Society of Newspaper Editors annual convention, Chicago, May 5.
- **The New World Cultural Order: Is the Advertising Fraternity Ready for It?** Leonard H. Marks, secretary-treasurer, World Press Freedom Committee. International Union of Advertisers Association, Washington, D.C., May 18.
- **The Libel Landscape: Less than Lugubrious.** Bruce W. Sanford, attorney, Baker & Hostetler, Washington, D.C. Suburban Newspapers of America annual convention, Philadelphia, May 27.

ANPA calendar

July.

ANPA RI Camera Techniques Seminar
ANPA Research Institute, Easton, Pa.
July 12-16

ANPA RI Basic Offset Press and Plate Seminar
ANPA Research Institute, Easton, Pa.
July 12-16

ANPA Foundation Minnesota Literacy Project Writing Seminar
University of Minnesota, July 18-[illegible]

Association for Education in Journalism-ANPA Foundation Cooperative Committee on Journalism Education meeting
Ohio University, Athens, July [illegible]

August

ANPA RI Direct Screen Color Separation Seminar
ANPA Research Institute, Easton, Pa.
Aug. 2-6

ANPA RI Management Introduction to New Technology Seminar
ANPA Research Institute, Easton, Pa.
Aug. 16-20

ANPA Newspaper Personnel Relations Association Newspaper Training Conference
Marriott Pavilion, St. Louis, Aug. 24-27

September

ANPA Production Management Conference Arrangements Committee meeting
ANPA Research Institute, Easton, Pa.
Sept. 8

ANPA Environmental, Research and Development, Technical Services and Training Committee meetings
ANPA Research Institute, Easton, Pa.
Sept. 8-10

ANPA Research and Production Committee meeting
ANPA Research Institute, Easton, Pa.
Sept. 10

ANPA International Newspaper Promotion Association Promotion Managers Workshop
Chicago, Sept. 13-15

ANPA RI Advanced Offset Press and Plate Seminar
ANPA Research Institute, Easton, Pa.
Sept. 13-17

ANPA Executive Committee meeting
The Washington Post Co., Washington, D.C., Sept. 14

ANPA Board of Directors meeting
Capital Hilton Hotel, Washington, D.C.
Sept. 15-16

ANPA Press Bar Relations Committee meeting
International Club, Washington, D.C.
Sept. 16

ANPA American Bar Association Task Force meeting
Capital Hilton Hotel, Washington, D.C.
Sept. 17

ANPA NPRA Personnel Practices, Procedures and Policies Workshop
Colony Square Hotel, Atlanta, Sept. 19-22

ANPA Foundation Newspaper in Education Committee meeting
Sheraton International Conference Center, Reston, Va., Sept. 20-21

ANPA Government Affairs Committee meeting
Capital Hilton Hotel, Washington, D.C.
Sept. 21-22

ANPA Training Committee meeting
American Press Institute, Reston, Va.
Sept. 23

ANPA RI Camera Techniques Seminar
ANPA Research Institute, Easton, Pa.
Sept. 27-Oct. 1

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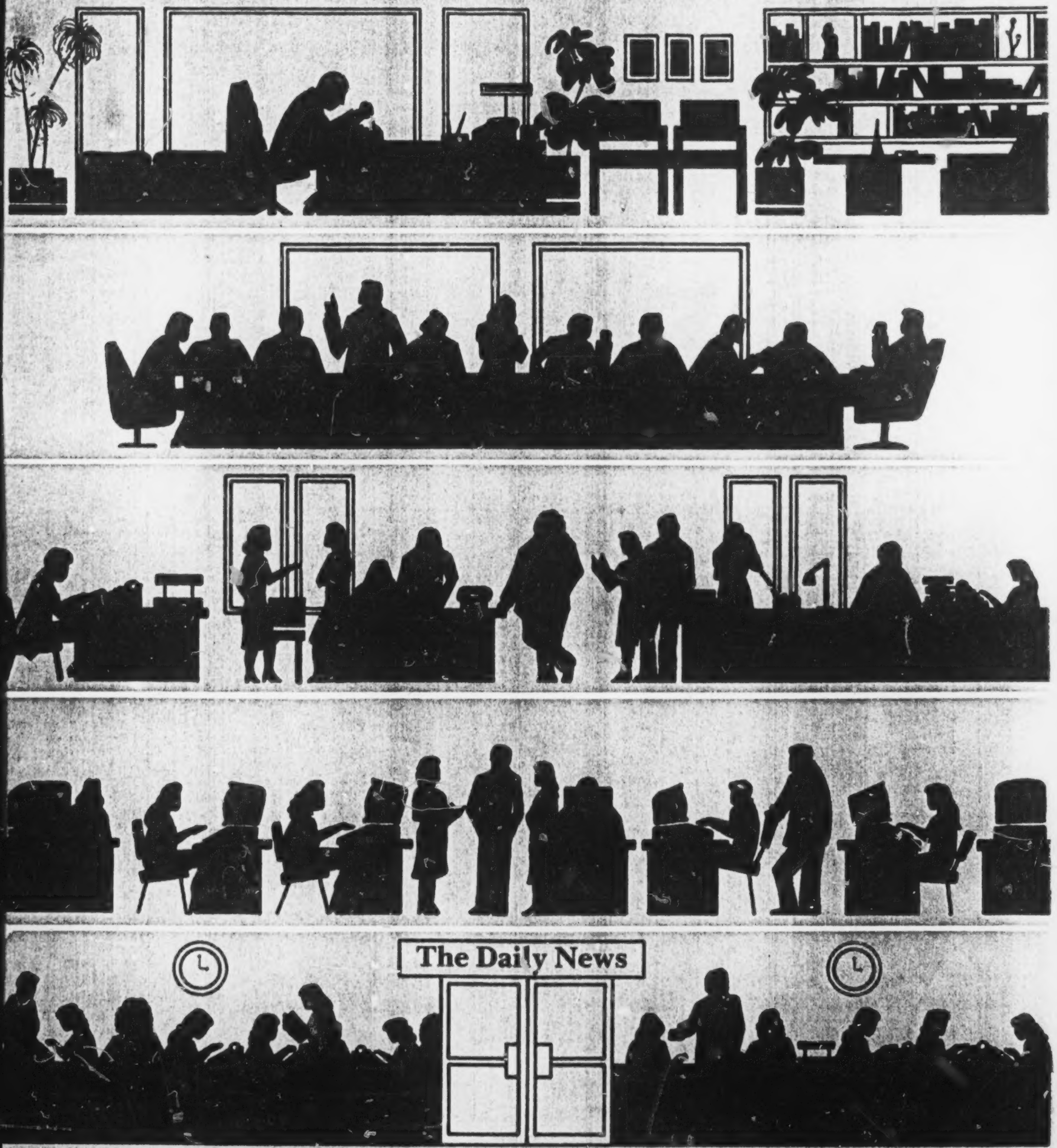

Women in newspapers: more than ever, but few at the top

chairman's corner

Task Force of press and bar tracks issues of joint interest

The press and the bar, along with judges around the country, share some common values, have some mutual concerns and, fortunately, have some significant opportunities to exchange views.

William C. Marcil

I took part in one of those exchanges when I joined American Bar Association President David R. Brink and the members of the ANPA/ABA Task Force at one of their meetings in Minneapolis.

The Task Force, established in 1977, is made up of eight ABA lawyers (mostly without significant media law involvement) and eight lawyers from newspapers or in other ways affiliated with the press. It is headed by Robert F. Erburu, president and chief executive officer of The Times Mirror Co. of Los Angeles (ANPA), and Stuart L. Kadison of Kadison, Pfaelzer, Woodward, Quinn and Rossi, also of Los Angeles (ABA).

The group's discussions reflect the shared view that an independent press and an independent judiciary are essential to the operation of our democratic system. I agree with the Task Force that attempts to restrict the constitutionally guaranteed independence of either the press or the judiciary must be resisted vigorously.

In the past, the Task Force has spoken out forcefully against threatened reductions in access to government records and against threatened closure of courtrooms. Those efforts have reflected the Task Force's view that restrictions in either area would harm not just the interests of the press, but most importantly the interest of the public.

In the July presstime (p. 37), ABA President Brink pointed out the threat posed by congressional efforts to curtail federal court jurisdiction without using the constitutional amendment process. I share his concern.

The principles we in the newspaper business hold so dear are worth little without an independent federal judiciary able to enforce those—and other—fundamental rights and liberties. If Congress succeeds in taking away federal court authority over some constitutional rights today, what will prevent it from bypassing the amendment process to later limit First Amendment protections as well?

So as we join with the ABA in this concern, I want to remind each of you how fortunate we are to have such a unique and meaningful connection with the ABA through this Task Force. The group will continue, with my full support, to address all of the issues it has watched in the past and to promote understanding between the press and the bar.

We all will benefit from this important ANPA/ABA cooperation, candor and commitment.

Bill Marcil

William C. Marcil
Chairman and President

ANPA

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Arthur Ochs Sulzberger, The New York Times Co.
George W. Wilson, Concord (N.H.) Monitor

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index

presstime Volume 4, Number 8 August 1982

The Daily News

WOMEN, p.4
(Cover art by Alberto Pacheco.)

HEALTH-CARE COSTS, p. 28

SUBURBANS VS. METROS, p. 38

special report 4
Despite recent advances, the fact remains that women are under-represented in the male-dominated bastions of newspaper management. A status report on women at newspapers.

telecommunications 12
Comprehensive telecommunications bill is dead for this year as Rep. Wirth abandons effort.
Canada is assuming the role of a major force in the future of videotex and teletext.

postal affairs 18
Appeals court decision sets off another third-class-rates scramble.

legislation 19
Canada enacts freedom-of-information law governing access to federal government records.

regulations 20
Federal Trade Commission closes case against LA Times' volume discount ad policy.

courts 22
Reporters assert access rights in Washington Post libel case.

profile 23
At mid-life, Pam McAllister Johnson's career path veered from professor to publisher.

essay 24
St. Petersburg Times' Robert J. Haiman tells how to turn newspaper losers into winners.

education 26
Journalism schools are awarded large grants by newspaper foundations.

advertising 27
ABC's coupon verification program loses some newspaper and advertiser participants.

employee relations 28
Rising costs prompt newspapers to seek ways to staunch flow of dollars to health-care plans.

circulation 33
News delivery, today and tomorrow, discussed at ICMA convention.

technology 34
Utica, N.Y., dailies prepare to implement the first computer-to-plate system.

newsprint 36
Paperworkers' unions agree to contracts at a dozen Canadian and U.S. newsprint mills.

newspaper business 38
The battle for suburban readers and advertisers continues to rage, with no clear-cut victory seen for either metro or suburban papers.

Also in this issue

world press 21
'Shoe' 26
ANPA news 45
books 46
letters 46
speeches inside back cover
ANPA calendar back cover

Women see mostly MANagement

By Paula LaRocque

Leaf through any journal for people in newspapers and you're likely to find a headline, a story, an announcement marking the great strides newspaperwomen are taking.

"Hearst appoints first woman editor to Los Angeles daily," a headline might read. Or "Gannett names first black woman publisher." Or an announcement might say that the first Pulitzer Prize for international reporting from Latin America has gone to a woman. A story might reveal that the percentage of women in newspapers overall has risen from 19 percent in 1950 to 38 percent in 1981. (See chart, p. 6.) Or that 57 percent of all journalism school graduates are women.

And it might seem that newspapers have solved their "woman" problem. Women are everywhere, aren't they.

Well, aren't they?

No, they are not. They are not where it matters most. In the male-dominated bastions of newspaper management, the presence of women is notable and their absence is business as usual.

Some find it strange that the supposedly progressive newspaper world, herald of social change, should be so tardy in participating in one of the most notable social changes in several decades. "We've been so busy reporting change that we haven't sat back and thought about what we can do to buy into it," says Christy C. Bulkeley, publisher of The Commercial-News in Danville, Ill.

Dorothy M. Jurney, a retired member of the American Society of Newspaper Editors and executive director of The Women's Network, an editorial talent search firm, finds in her third annual survey for the ASNE that of the 3,285 directing editorships on U.S. dailies in 1981, men hold 3,034 and women 251. Those figures mean that women hold 7.6 percent of all directing editorships in the United States—a 1-percent increase over 1980.

And the rate of increase for women in those jobs has slowed markedly in recent years. In 1979, the number of women in directing editorships grew 30 percent over 1978. In 1980, the increase was 8.9 percent.

What's more, Jurney's study, published in the October 1981 ASNE Bulletin, reveals that although women account for 30 to 40 percent of newsroom staffs, men hold 94 percent of the managing editorships on newspapers with more than 25,000 circulation.

"Women made more progress when the EEOC (Equal Employment Opportunity Commission) was active," Jurney says, claiming that the commission's activity has lessened under the Reagan administration. Jurney says that at the current rate, it will be 2011 before women hold even a fourth of policy-making newspaper jobs.

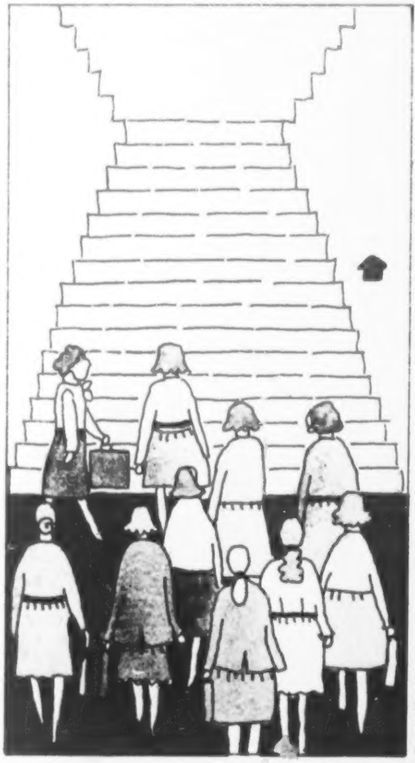
"The bottom line is that we have made some measurable mathematical progress," says David Lawrence Jr., executive editor of the Detroit Free Press, "but we have not made much actual progress. And this is still a profession in which women are scarce among the executives. Progress is not made by advocating, but by pushing."

Canadian women may be faring even worse. Survey results prepared for a Montreal conference on women and information and published in the January-February issue of the journalism review Content, show that at Quebec media organizations with fewer than 10 reporters, less than one-third of the reporters are female. The figure is even lower—12 percent—for organizations with more than 10 reporters. Therese Parisien, editor of the Laurentian weekly L'avenir du nord, told the nearly 800 conferees that at her former newspaper, women applicants for reporter jobs were offered a weekly salary of $150, while men applicants for the same jobs were offered $215.

One of the conclusions at the Canadian conference was that the majority of women journalists are still confined to traditional areas: lifestyle and family pages, women's magazines and free-lance writing.

Jean Sharley Taylor, assistant editor at the Los Angeles Times, says that women's progress is slow in part because not enough women are being promoted to the ranks of assistant city editor and city editor.

"I think it takes a long time to set up the system that the men have—from newsroom to city editor to managing editor. Women don't have that yet. I worked for 22 male assistant city editors. A nourishing network moved them up while I stayed put," Taylor says. "I didn't even question it



Susan Davis

La Rocque is writing coach of The Dallas Morning News. She has taught journalism, composition, English and technical writing at four universities and has published fiction and poetry. Before joining the Morning News, she was director of student publications at Texas Christian University.

at the time. Nobody did."

Taylor says one has to remember what was happening little more than a decade ago to realize that there has been progress, however slow.

"I can remember when I couldn't get into the press box at Yankee Stadium," she says, recalling that she was forced to write her stories outside. "I had to turn over the top of a garbage can and set my typewriter on it."

The irony, as voiced by syndicated columnist Ellen Goodman, is that "something happened on the way to employment equality." Many in all phases of the newspaper business say they feel that the only way to equitable treatment of women is through litigation.

But there is another way.

On its 88 dailies, Gannett Co. Inc. has 10 women publishers, one woman executive editor, two women editors and 17 women managing editors. One of its top five officers is a woman. Its directors of classified advertising and of promotion are women. USA TODAY, a new national general interest daily that will appear initially in the Washington-Baltimore area Sept. 15, has six managing editors, three of them women.

"Several years ago, Gannett made progress in promoting women and minorities a part of the annual performance evaluation of the publishers," explains Walter W. Wurfel, Gannett's vice president of corporate communications. "Their performance in moving these people up will affect their salaries."

Gannett's philosophy is best articulated by Chairman and President Allen H. Neuharth. "A company in the information business . . . will not long be successful if it ignores or neglects any segment of its audience," he says. "For Gannett, equal opportunity is not just the right thing to do—it is the smart thing to do. . . ."

Knight-Ridder Newspapers Inc., whose stated commitment to placing more women in management was dismissed as "puffery" several years ago by some women who worked for the group, has recently appointed two women as managing editors and one as publisher.

"Knight-Ridder has not moved as fast as everyone would have liked, but we're building a group of first-class women and male managers and editors. We want success stories," says company President James K. Batten.

"Women made more progress when the EEOC was active." At the current rate, it will be 2011 before women hold a fourth of policy-making newspaper jobs.

Dorothy M. Jurney
The Women's Network

The Gannett and Knight foundations also consider it a priority to provide women and minorities with more opportunity and upward movement. Both foundations regularly are making sizable grants for women's programs, studies and seminars.

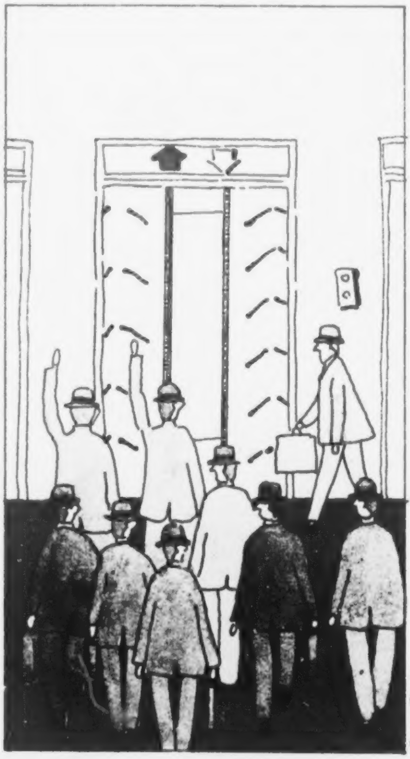
"We not only are providing universities with money but are encouraging them to conduct seminars and research projects for women. The foundation is in fact the catalyst for most of the things the universities are doing," says Gerald M. Sass, vice president/education of the Gannett Foundation. Sass says the Gannett Foundation's spending has increased for women and minority projects generally. For research focusing on women, spending jumped $25,200 to a total of $52,200 in 1981.

Knight-Ridder also is trying to provide special training to prepare women for executive-level jobs, Batten says. And the group grooms specific people for specific positions. Janet Chusmir, who became publisher of the Boulder (Colo.) Daily Camera on June 16, had training at a comparably sized sister paper, a week's training at corporate headquarters and an American Press Institute seminar on management of papers under 75,000 circulation.

"My stay at the sister paper was particularly helpful," Chusmir says. "I worked in each department and was able to see the functions of each. I also had a series of visits to Boulder to work with the retiring publisher and to get a feeling for the community."

Growing pool. If these efforts help to provide more opportunity for women in newspapers, there will be many from whom to choose. Nationally, women are enrolling in journalism schools in greater numbers than men, and once enrolled they drop out less. In 1981, more than half of all journalism students and 61.3 percent of all graduates in journalism were women.

But the majority of the female journalism students are going into sequences other than reporting—sequences such as public relations, advertising and broadcasting. A 10-year study completed in 1980 by Paul V. Peterson, professor of journalism at Ohio State University, shows that public relations sequences have grown 474 percent to reporting's 137 percent. Peterson found that the female enrollment increase in public relations sequences was 1,550 percent, compared with a 210-percent fe-



Susan Davis

> ***"We not only are providing universities with money but are encouraging them to conduct seminars and research projects for women."***
>
> **Gerald M. Sass**
> **Gannett Foundation**

male increase in reporting. The rate of increase for male students in the same period was 192 percent for public relations and 80 percent for reporting.

Women generally find more equitable salaries and representation in other media jobs. The Federal Communications Commission's latest figures on the highest paying management and professional positions in television and radio show that women hold 26.7 percent of the top management posts—compared with 16.9 percent of executive and managerial positions in daily newspapers. (See chart, p. 7.)

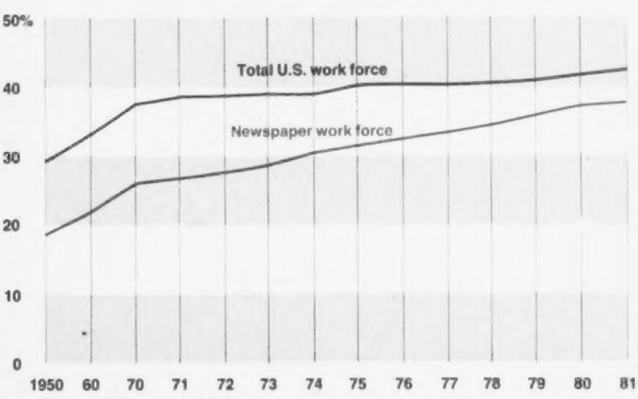
Entry-level salaries in public relations, for example, are generally thousands of dollars higher than entry-level salaries for reporters. Working Woman magazine's January salary survey shows that beginning public relations jobs pay an average of $14,289, with mid-career pay at $32,000. In advertising, junior copy writers earn $10,000-$14,000 and with experience leap into a salary bracket that ranges from $18,000 to $65,000.

Beginning reporters, however, may find themselves in jobs paying barely $10,000 a year. There are regional variations, and metropolitan papers pay much more than the small daily or weekly papers. But metropolitan papers rarely accept the inexperienced. Reporters "pay their dues" in low-paying jobs on small dailies and weeklies.

Thus, salaries can be a disincentive for women journalism graduates to enter the newspaper business.

Association involvement. Further, women may find a sturdier "ole girl" network in the other media. Non-newspaper-oriented professional organizations, such as Women In Communications Inc., Public Relations Society of America and the International Association of Business Communicators, are large and active organizations with healthy female memberships. WICI has 99 percent female membership, the IABC's is 59.6 percent and the PRSA's is 36 percent. About 5 percent of the ASNE membership is female—47 of the society's 900 members. The ASNE, aware of its reputation for imbalance, is attempting to dispel the image. Gene Giancarlo, the organization's executive director, points out that five years ago, the society had only five or six women members.

Women's employment



Source: U.S. Department of Commerce

Alberto Pacheco

It's also true that until the 1970s, some professional organizations—including Sigma Delta Chi, the National Press Club and the Gridiron Club—refused to accept women as members.

Today, the National Press Club has its first woman president, as do the Overseas Press Club, the Washington (state) Publishers' Association, and the South Carolina, Missouri and Kentucky press associations [presstime, May 1982, p. 38]. The National Newspaper Association has a woman board member for the first time in its 97-year history. The Arkansas Press Association elected its first woman president in 1981.

The Associated Press Managing Editors Association's board includes Katharine Moore of the Gazette in Niagara Falls, N.Y. On the ANPA Board are immediate past Chairman and President Katharine Graham of The Washington Post Co. and Helen K. Copley of The Copley Press Inc.

Three women are on the ASNE Board: Judith W. Brown of The Herald, New Britain, Conn.; Judith G. Clabes of the Evansville (Ind.) Sunday Courier & Press; and Katherine W. Fanning of the Anchorage (Alaska) Daily News.

At the American Press Institute, the number of women attending seminars over the last five years increased from 11.5 to 18.2 percent. However, this means that in 1976-77, just 82 of 710 seminar members were women, and in 1980-81, 173 of 949.

The absence of women in professional organizations also excludes them from the fellowship, idea-sharing and contacts that such a network brings. When women do not share in the "man-talk" over drinks or on the golf course, they remain a novelty in management, neither privy to secrets nor privileged with the informal sort of training ground men take for granted.

Plugging in. Some women are countering by forming their own networks. Women newspaper executives have been holding "high teas" at ANPA conventions, for example, to share information and to meet other executives.

Marjorie P. Paxson, publisher of the Muskogee (Okla.) Daily Phoenix and Times-Democrat, says she learns a great deal by substituting her living room for a golf course, tennis court or bar. When she moves into a new town, she invites top executives and their spouses over weekly for drinks.

Other organizations for women are forming. The Washington Post Co.'s Graham is a member of the new "Committee of 200"—along with Playboy Enterprise's Christie Hefner, 20th Century Fox President Sherry Lansing and Florence Skelly, president of the public opinion research firm Yankelovich, Skelly and White Inc. The committee is a group of top women executives that was founded to counter the absence of women members on The Business Roundtable, a prominent assemblage of corporate executives.

Changing attitudes. The development of independent groups for women, like women's turning from newspapers to other media, may be a significant trend. Bulkeley of Danville, Ill., speculates that women are becoming more instead of less confident despite the slowing of their progress into management positions. It may be, Bulkeley says, that women are becoming freer to choose, surer of their tastes and themselves, less apt to be apologists for their tastes.

Some women may be choosing careers in public relations, advertising and television not only because of salaries, support and opportunity, but because they have more visibility in those fields and may develop wider spheres of influence. Certainly, autonomy for women is increasing.

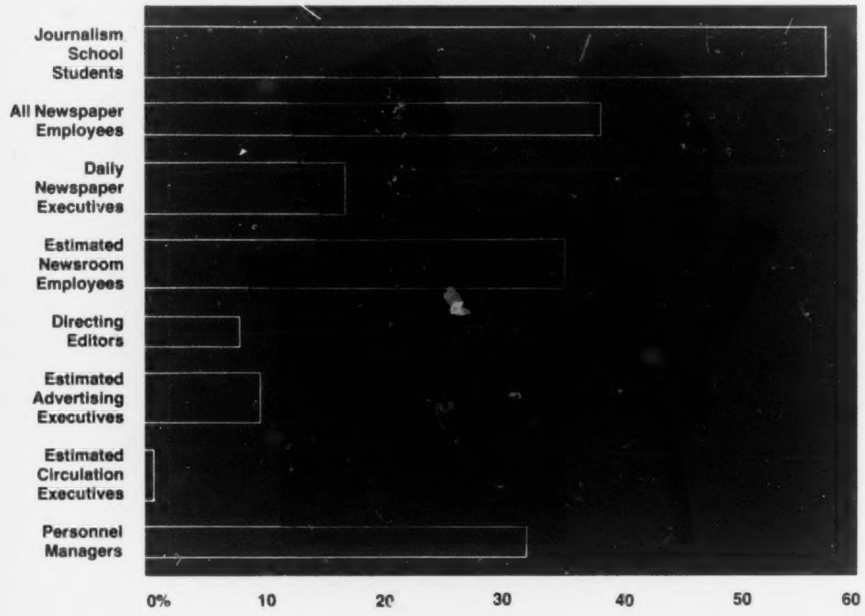
"Try as hard as I might, I am limited by the fact that I am a white male, 40 years old. But the world is not unisex. Nor is it a world of one race."

David Lawrence Jr.
Detroit Free Press

Such a realignment of feminine attitudes doubtless would have profound implications regarding newspapers and newspaper readership. And extensive surveys reported in the April/May issue of Public Opinion magazine indicate that such a realignment may indeed be happening.

Polling data from the last 35 years show "significant and sustained" changes in men's and women's social and political perceptions for the first time since the surveys began. Women are departing from the way men think about such issues as human need, the use of force, environmental protection and the military. Women are embracing to a striking degree democratic ideals of human worth, education, environmental protections and gun control. They are opposing war, invasion of foreign countries, wiretapping, the death penalty and high defense spending.

Percentage of women in journalism schools and in selected newspaper jobs



Sources: Schools of journalism at Ohio State University and University of Missouri; American Society of Newspaper Editors; International Newspaper Advertising and Marketing Executives; International Circulation Managers Association; Newspaper Personnel Relations Association

The widening difference between men and women also is seen in women's relatively weak support of Ronald Reagan and his programs. Fewer than half of the women participating in the 1980 election voted for landslide winner Reagan, according to an ABC News survey. Gallup and Roper polls through 1981 show that of the nation's last seven presidents, Reagan has the least support from women. The December/January issue of Public Opinion magazine concludes after a review of survey data that "Reagan gets a lower rating among women than men—consistently and systematically."

Recent data from a Newspaper Readership Project study by ASNE indicate that women's social and political views may more closely reflect the views of the readership at large than editors and publishers realize. In a May 1982 preliminary report, researchers Judee Burgoon, Michael Burgoon and Charles Atkin wrote that newspapers are becoming insular, out of touch with their readership, elitist and risking alienation of the public. People employed by newspapers 10 or more years, for example, underestimate the public's interest in stories about social problems, environment and energy. They also underestimate women's interest in hard news [presstime, June 1982, p. 36].

How they can help. Can women help? "Absolutely," says Knight-Ridder's Batten. "I think that's one of the reasons newspapers need to move in that direction. Most

"Once women and men begin having a fair dialogue, a newspaper can become a mini-society that reflects the society as a whole."

Mary Anne Dolan
Los Angeles Herald Examiner

newspapers have been operating for years on male assumptions. I wouldn't want to typecast men's and women's interests, but men and women have different points of view."

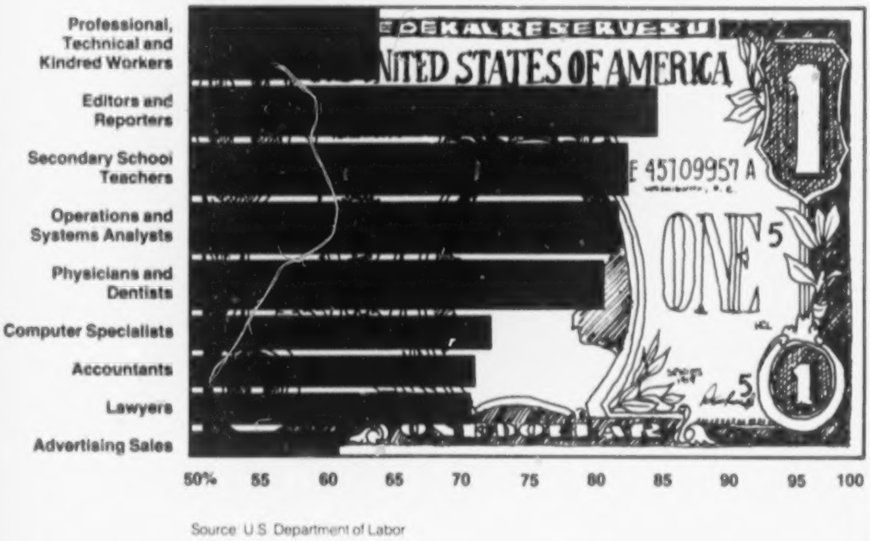
Detroit editor Lawrence agrees. "Try as hard as I might, I am limited by the fact that I am a white male, 40 years old. But the world is not unisex. Nor is it a world of one race."

Mary Anne Dolan, managing editor of the Los Angeles Herald Examiner, says women bring an added dimension to the newsroom and broaden the horizon for all. "Once women and men begin having a fair dialogue, a newspaper can become a mini-society that reflects the society as a whole. The result is a 'new man,' one who takes what you give and elevates it to an even higher awareness. I am beginning to see this in my own environment, and it is absolutely remarkable."

Stuart Wilk, night city editor at The Dallas Morning News, says women already have changed newspapers.

"I think that the current sensitivity that most newspapers have toward rape victims is because of women reporters' reactions," he says. "And that sensitivity to sexism extended to other kinds of coverage, other kinds of victims. For example, it was unthinkable several years ago that we would exclude the names of crime victims. But many papers do now. We have a different attitude about some of those things because 10 years ago someone complained. Women may be responsible for those changes."

Women's earnings as a percentage of men's in selected professional occupations—1981



Source: U.S. Department of Labor

Alberto Pacheco

Although women's movement into management roles still is impeded by stereotypes, there seems little actual difference in working relationships where the manager is a woman.

Ellen Kampinsky, assistant managing editor for the Morning News in Dallas, says any differences she sees in herself as a manager and in a male manager are simply different management styles and are not tied to differences in sex.

"Personally, I haven't experienced sexism at the News—or at least any that I recognized. Of course, I can speak only from my own experience, which is in features. And I know how to address the women's audience better than the male executives would."

One male reporter said he thought his female boss was more accessible than the men. "She listens better, makes better suggestions, doesn't brush me off."

"I just don't see any difference," says a male section editor of another paper. "My boss is energetic, competent, a good strategist, fair-minded—and I can't say that for all the male managers at this paper."

Muskogee publisher Paxson, speaking to the 1981 National Professional Conference of Women in Communications Inc., voiced her approach: "I'm the publisher. And if the boys don't like it, that's their problem, not mine."

The staff of one woman editor surreptitiously calls her the "Ayatollah," and a male subordinate shrugs. "People always go for the throat on the boss," he says.

"Let's throw out any notions that the best editor is a male editor, someone who can wield authority and command respect," wrote Carolyn White, former managing editor of The Columbia (Mo.) Daily Tribune, in the October 1980 ASNE Bulletin. "What our newsrooms need is less authority and more enlightenment, fewer commands and more courage to experiment."

Taylor of the Los Angeles Times says that being equal does not mean being the same. "Women have had a long time to learn to negotiate, to be pragmatic," she says. "The best women and the best men will get together, and we'll have a good newspaper."

Despite stereotypes, there is no support for the belief that women are less effective managers than men. The Johnson O'Connor Research Foundation, after testing more than 250,000 men and women, re-

"Personally, I haven't experienced sexism at the News—or at least any that I recognized. Of course, I speak only from my own experience. . . ."

Ellen Kampinsky
The Dallas Morning News

ported recently that the best managers may be women because they score higher on grasping the abstract, a key aptitude for successful management.

In fact, according to Johnson O'Connor, of 17 primary aptitude tests, women score better on six, men on one, and there is no difference on the remaining 10.

Women achieved higher scores on observation (identifying detailed changes in pictures), vocabulary, memory for numbers, memory for verbal material, speed and accuracy in comparing pairs of numbers, and dexterity (speed and accuracy in manipulating small objects with fingertips).

Men received a higher score than women on structural visualization (picturing solid forms in space).

The foundation finds no sex differences in the remaining 10 tests: fluency of ideas (women actually obtain higher scores on this test but that may be because of their faster writing speed), foresight (keeping long-range goals in mind), inductive reasoning, analytical reasoning, objective/subjective response, speed and accuracy in using small tools, memory for design, tonal memory, pitch discrimination, and memory for complex rhythm patterns.

Thus, there is no evidence that women cannot perform the myriad duties required of managers. Indeed, there is evidence that women have innate talents that could help them to flourish in such settings.

Newspapers can ill afford to ignore that potential and the changes in attitude and appeal it promises.

Newspapers are beset by declining readership and reader criticism that their interests lies in preserving the status quo rather than in addressing or reflecting the society they claim to serve. That should be a sobering reminder that newspapers must be more responsive to change, more willing themselves to change and quicker to recognize reader needs.

Perhaps the best response to the question "Women in newspapers: Will they make a difference?" should be something like Stuart Wilk's. The Dallas Morning News night city editor thought for a moment and then said simply, "I hope so." ☐

Seminar to counsel on women, minority issues

Sexual harassment, race and sex discrimination and related issues will be explored in an ANPA Foundation seminar for journalism educators and counselors, On Counseling Women and Minorities, Oct. 7-9, at the Flagship Inn, Arlington, Texas. Registration deadline is Sept. 15, cost is $230. For information, contact ANPA Foundation, The Newspaper Center, Reston, Va.

The 'passive little lady' stereotype hangs on

Even women who want management responsibilities apparently often fail to advance themselves when opportunities arise.

Some professional women say they are surprised to discover upon reflection that they often do not actively seek power and position for themselves because they fear what others might think. The "passive little lady" stereotype prevails: The ambitious, aggressive male is doing what males should do, but an ambitious, aggressive female gets a reputation as strident and demanding.

Such women say they find they are nursing silent hopes that if they do very good jobs and cause little trouble, advancement will be offered them without their having to suffer the anxiety of *asking*.

"Even when we want to move up, we fail to examine opportunities or advance ourselves through a fear of being thought aggressive or self-seeking," says Barbara Johnson, a reporter for The Dallas Morning News. "I am surprised and ashamed to realize that when I approach my male superiors with ideas or requests, I first deliver up a self-effacing and apologetic preamble."

Janet Chusmir, publisher of the Boulder (Colo.) Daily Camera, says she also finds women less willing to ask for advancement. "I find that when I interview women," Chusmir says, "they are not as goal-oriented or do not have their careers as well thought-out as men. I wonder if there is a lack of confidence, particularly in the older women."

Gerald M. Sass, vice president for education at the Gannett Foundation, echoes this theme of women's passivity. Although the foundation welcomes proposals for women's studies, he says, it is the foundation itself that generally must initiate women's programs.

Some women say they may be more passive because they are discouraged. "It's hard to rise above tokenism," says a woman manager whose colleagues are all male. "I find I achieve more when I don't challenge them so much, when I seem all-approving. Frequently my ideas are discounted, then greeted with some fanfare when proposed by one of the men. You find all your enthusiasm being drained off after awhile."

Most people in newspapers agree that passivity adds to women's problems and impedes their progress by verifying a stereotype.

"I suggest that women need to do a little bit of consciousness-raising themselves," says David Lawrence, executive editor of the Detroit Free Press. "They have more rights and access to power than they in fact think they have."

—Paula LaRocque

Colorful history marks women in newspapering

By Elise Burroughs
presstime staff writer

When John Peter Zenger went to prison in 1734 to defend the concept of press freedom, his wife, Anna Catherine Maulin Zenger, published his New York Journal. For 10 months, as Zenger languished awaiting trial, the paper appeared regularly and even prospered. His widow also published the newspaper for several years after Zenger's death.

And Anna Zenger was not the only woman newspaper publisher in Colonial America. Women have been involved in the newspaper business from the country's very beginning, although most of them kept such a low profile they were all but invisible in historical records.

The first printing press in the original 13 colonies was brought ashore and set up in Cambridge, Mass., by the widow of the Rev. Jose Glover in 1636. Printing shops were usually family businesses, and everyone—husbands, wives, sons and daughters—pitched in. It was not unusual for widows, or for wives and sisters when the men were absent, to run the businesses and publish newspapers.

Benjamin Franklin's sister-in-law, Ann Franklin, and her daughters were the official printers for the colony of Rhode Island and published newspapers on and off from 1735 to 1763.

Among more than a dozen women known to have published colonial newspapers were Elizabeth Timothy, a widow when she took over the South-Carolina Gazette in 1739; Sarah Updike Goddard and Mary Katherine Goddard, a mother and daughter who published newspapers in Providence, R.I., Philadelphia and Baltimore; Clementina Rind, publisher of the Virginia Gazette of Williamsburg; and Cornelia Bradford, who published the American Weekly Mercury in Philadelphia.

Widows usually were expected to carry on the businesses until their sons were old enough to take over, but this expectation was not always fulfilled. Ann Franklin outlived both her husband and her son. Cornelia Bradford and her husband Andrew had no sons. When her husband adopted his nephew and attempted to establish him as his successor, Cornelia balked. After Andrew's death, Cornelia published the newspaper alone, and the nephew, William Bradford, eventually founded his own newspaper.

Following the American Revolution, there were enough women in the printing business to worry the early trade unions because women routinely were paid much less than men. According to an early 20th century study, there were 687 adult men in the allied printing trades in Boston in 1831, 395 women and 215 boys. Most of the men made $1.50 per day, while the women and boys earned 50 cents per day.

The threat of female competitors who worked for less was mentioned as a concern by the National Typographical Union through the 1850s and 1860s. Women organized their own printers' union in New York in 1870, but it was not successful. Finally, in 1873, the printing unions voted to admit women to full membership and to demand equal pay for them.

By 1890, women comprised 14 percent of all persons employed in the printing and publishing industries in the United States and by 1905, 20 percent. (In 1981, women comprised 38.8 percent of the work force of U.S. printing and publishing industries.)

Political outlet. Denied the vote and other civil liberties guaranteed to men in the early United States, some women turned to journalism as an outlet for their political and reform energies.

Anne Royall, a writer and somewhat eccentric crusader, published a newspaper in Washington, D.C., from 1831 to 1854. It was first called Paul Pry and later The Huntress. Royall's most famous interview was one she had with President John Quincy Adams before she started her newspaper. He was bathing in the Potomac River when Royall appeared, sat on his clothes and refused to move until he answered her questions.

Jane Gray Swisshelm, a strong-minded abolitionist and feminist, founded the Sunday Visiter in Pittsburgh in 1847. During a visit to Washington in 1850, she became the first woman to occupy a seat in the Senate Press Gallery. Swisshelm divorced her husband in 1856 and took her young daughter to St. Cloud, Minn. Her first newspaper there, the staunchly Republican St. Cloud Visiter, so angered the local Democratic power structure that a mob one night broke into her print shop and threw the press and type into the Mississippi River. She also lost a libel suit but, with the support of local businesses, founded the St. Cloud Democrat.

Perhaps the most eccentric of these early women journalists were sisters Victoria Woodhull and Tennessee Claflin, who in 1870 founded Woodhull and Claflin's Weekly in New York City. The newspaper campaigned for women's rights, free love, an end to hypocrisy—and Woodhull for the Presidency.

While journalists such as Woodhull and Claflin were colorful copy themselves, most women who worked for early newspapers did so because they needed to support themselves or their families.

On the editorial side, they most often served as columnists and correspondents

"NELLIE BLY."

The New York WORLD'S Correspondent,
who Placed a Girdle Round the Earth in 72 Days, 6 Hours and 11 Minutes

American Film Institute

Hollywood often portrayed newspaper women glamorously, such as Katharine Hepburn in "Woman of the Year" with Spencer Tracy in 1942.

specializing in women's topics. A few, such as Mary Clemmer Ames of the weekly New York Independent and Margaret Fuller of the New York Tribune, were known for their political and literary writing.

One of the most prominent 19th century women journalists was Eliza Jane Poitevant Holbrook Nicholson. Beginning as a poet and literary editor of the New Orleans Picayune during the 1860s, she married the owner of the newspaper, Alva Holbrook. After his death, she served as editor and publisher and, with her second husband, George Nicholson, turned the Picayune from an almost bankrupt property into a success. She hired several women who became successful journalists, including Dorothy Dix, Martha Field and Elizabeth Bisland.

The 1870 U.S. Census found 43 women working as professional editors and reporters for newspapers and magazines in the United States. Women in other professional occupations included one architect, 25 dentists, 43 librarians, 65 clergy and welfare workers, 115 authors, 137 photographers, 544 physicians, 1,154 nurses, and 84,548 teachers.

By 1880, the census found 357 women working as editors and reporters. By 1890, that figure had tripled to 1,101, and several women's press organizations had been founded.

In 1889, a New York professional journal, The Journalist, devoted one issue to profiles of 50 women editors and reporters, including 10 black women.

New roles. The growth of women in the newspaper business was partly the result of better education and more opportunities for women throughout society and partly a reflection of the journalistic times. As metropolitan newspapers pursued mass audiences, they relied heavily on sensation. What could be more sensational to Victorian readers than "girl reporters" going up in balloons, going down to tunnel construction sites, going undercover into insane asylums or going around the world in 72 days, the record of Nellie Bly (a pseudonym for New York World reporter Elizabeth Cochrane)?

Eventually, many newspaper women came to view such stunts as demeaning and unprofessional, but in the early days they helped dispel the myth that women were too frail, too sensitive and too vulnerable for the rigors of newspaper work.

The use of women reporters also stemmed from another powerful factor: advertising. Aside from magazines, newspapers were the only mass medium available to advertisers. By the 1880s, advertisers had begun to realize that women made many purchasing decisions.

Early in the 20th century, some women were given the opportunity to cover virtually everything male reporters did, including disasters, police news and trials. By the end of World War I, however, women were generally settled into a few carefuly defined niches—women's pages, advice columns, suffrage news, society news and "sob sister" features.

This was happening despite the fact that female college graduates began appearing in the ranks.

Reporter Catherine Brody once recalled the prevalent attitude toward women during the 1920s and '30s by quoting a Chicago Tribune editor as saying, "We have five women now; that's more than anywhere else, and we're full up with girls."

Some of the "girls" who managed to escape stereotypical jobs were Anne O'Hare McCormick, Ruth Finney, Dorothy Thompson, Rheta Childe Dorr and Zoe Beckley. They helped give newspaper reporting such an aura of excitement and importance that major Hollywood films frequently portrayed newspaper women.

But although they won awards and often international recognition, successful women journalists generally could not expect to reach the top of the business. Most of those who did had private fortunes or family connections, such as Eleanor Medill (Cissy) Patterson, Alicia Patterson Guggenheim and Dorothy Schiff.

One exception was Agnes Underwood, who rose from a job as a newspaper switchboard operator at the Los Angeles Record, through the women's department, to cityside reporter, and finally, in 1947, to city editor of the Los Angeles Evening Herald and Express. She served as city editor of the paper and its successor, the Herald-Examiner, from 1947 until 1964, when she moved up to assistant managing editor. She retired in 1968.

World War II called many newspapermen away from their usual assignments, and women took their places. Marion Marzolf, in her 1979 book on the history of women journalists, *Up from the Footnote*, estimates that by 1943, women made up 50 percent of the staffs of many small-city newspapers.

However, when the men came marching home, many of the women on newspapers found themselves relegated once again to "women's jobs."

Women found themselves fighting the battles their forerunners had fought almost a century earlier. A 1949 survey found women routinely being paid less than male reporters for the same work, and editors said they expected women to stay on their jobs only until they married.

As always, there were a few women who worked their way into prestigious jobs as foreign correspondents, political writers and general assignment reporters, or took to the airwaves in the burgeoning field of broadcast journalism.

But many others who found themselves relegated to women's topics on large newspapers turned to smaller papers and weeklies for more satisfying jobs. It was only in the 1970s that women really began competing for—and winning—decision-making jobs on metropolitan dailies. □

Blasts AT&T lobbying

Rep. Wirth gives up on deregulation bill

By C. David Rambo
presstime staff writer

Comprehensive telecommunications legislation apparently is dead for the 97th Congress.

That's the assessment after the surprise announcement July 20 by U.S. Rep. Timothy E. Wirth (D-Colo.) that he has given up efforts to pass HR 5158. Wirth cited what he called AT&T's campaign of "fear and distortion" against the bill.

With the abandonment of HR 5158—the Senate had passed a somewhat similar bill last year—the telecommunications-deregulation spotlight shifted from Capitol Hill to U.S. District Court in the Nation's Capital. There, Judge Harold H. Greene will decide the fate of a proposed antitrust consent decree between AT&T and the Justice Department that would allow a slimmed-down AT&T to enter electronic publishing.

ANPA's leadership expressed disappointment at the fate of HR 5158.

Executive Vice President Jerry W. Friedheim said the Association's Telecommunications Strategy Group "is actively engaged now in assessing this complex development within the overall context of telecommunications-policy court, regulatory and legislative matters. It is a time for careful and orderly analysis, and we want to complete that before considering further actions or recommendations to the membership."

AT&T officials were pleased that the bill to "roll back the agreement with Justice"—as one put it—was stopped.

But company spokesman Pickard Wagner denied Wirth's allegation that the telephone company used less than honorable lobbying methods. "I think it was clear that while AT&T was singled out as a whipping boy, it was obvious there was much other opposition to it," he said.

AT&T still believes the Communications Act of 1934 "very definitely needs updating," Wagner said. The company expects "to continue working diligently to help bring about legislation" that would not inhibit development of new technology.

The House Telecommunications Subcommittee led by Chairman Wirth had approved the "Telecommunications Act of 1982" by a 15-0 vote last March.

Although the measure would have revamped the telecommunications industry, allowing AT&T to offer more services than current law allows, the bill also would have prohibited AT&T from engaging in electronic publishing over its own lines.

HR 5158 was amended to prohibit both "national AT&T" and local operating companies—the AT&T entities that would be spun off under the proposed settlement with the Justice Department—from offering such information services. The proposed settlement only prohibits local operating companies from engaging in those services.

Such prohibitions were based on what became known as the "diversity principle"—that the best way to foster growth of competing editorial voices in new electronic markets is to block the telephone monopoly's entry into the field until competition has developed in those markets. That theoretically would prohibit AT&T's ability, as the owner of the lines, to engage in unfair business practices.

Numerous observers had predicted HR 5158 would be voted out of the House Energy and Commerce Committee in late spring or early summer. That hope was buoyed June 16 when Committee Chairman John D. Dingell of Michigan announced his support of the bill [presstime, July 1982, p. 27].

But the bill then got bogged down during full committee mark-up by parliamentary stalling tactics by HR 5158 opponents.

Opponent offers substitute. Leading those efforts was Rep. Tom Corcoran (R-Ill.).

He told publishers in his district west of Chicago that he supported the diversity provisions of HR 5158 but could not support the overall bill because of some of its other features.

Corcoran's press secretary, Scott E. McMurray, said Corcoran was particularly concerned about overregulation in some parts of the bill and underregulation in others, and restrictions on equipment manufacturing by the AT&T subsidiary Western Electric. The latter restrictions threatened jobs at a Western Electric plant in Corcoran's district that would make cellular radio equipment, according to McMurray.

Rep. Timothy E. Wirth

Rep. Tom Corcoran

James A. Pearre, assistant publisher of The Daily Leader of Pontiac, Ill., said Corcoran told him he also was concerned that many congressmen did not know enough about the bill to act on it.

Corcoran followed Wirth's announcement July 20 by introducing a telecommunications bill of his own. It addressed only the diversity issue and would prohibit *all* telephone companies—not just AT&T—from offering information services over their own lines.

The bill was referred to the Energy and Commerce Committee.

Sources saw little chance the Corcoran bill would move forward, however, given the political realities of its having to go through Wirth's Telecommunications Subcommittee. Moreover, the legislative clock for this Congress is approaching midnight.

David West, executive director of the Illinois Press Association, expressed sentiments of a number of observers, saying, "Corcoran's move is partly symbolic to make amends" with the publishers. "It's a small thing in the aftermath, in the wreckage."

Some others also may introduce diversity bills which could have better political chances, but the current atmosphere surrounding the situation is one of uncertainty.

Wirth decided to give up his fight for HR 5158 late on July 19, seeing that stiff AT&T

opposition could not be overcome in time for the 97th Congress's adjournment tentatively scheduled for Oct. 8.

"The only way to pass legislation now would be to accept an agreement dictated by AT&T," Wirth said. "The kind of bill that AT&T would find acceptable is a bill that only serves their interests and no others."

He also said AT&T's "tactical victory" of stopping the bill this year is a "major setback for the American people and for a telecommunications industry that is one of the fastest-growing and most productive segments of our economy. AT&T is preventing Congress from making the decisions that are ours to make."

Legislation to update the 1934 Communications Act has been on Congress's agenda since the mid-1970s.

One of the first bills, HR 6121, passed the House Commerce Committee in July 1980 during the 96th Congress. It contained an amendment offered by Wirth barring AT&T from entering electronic publishing. Two Senate versions that carried no diversity provision—they would have allowed AT&T to enter information markets—did not make it out of the Senate Commerce Committee.

Last October, however, in the first session of the 97th Congress, the Senate passed by 90-4 a telecommunications bill that would restrict AT&T from offering electronic information services. Because it came before the proposed settlement between AT&T and the Justice Department, S 898 did not take into account the distinction between "national AT&T" and local operating companies. Senate leaders were awaiting the outcome of HR 5158—the companion measure in the House—before addressing possible changes to their bill.

Friedheim noted that ANPA and other newspaper associations "long have supported congressional efforts to establish a national telecommunications policy that would secure for our society and our business the benefits of diverse and competitive electronic information services. During the last year of legislative consideration a broad, bipartisan consensus has developed in both the Senate and the House of Representatives for the policies reflected in ANPA's 'diversity principle.'"

The diversity principle is an integral part of the ANPA Telecommunications Statement of Principle adopted by the Association's Board of Directors last year [presstime, March 1981, p. 21].

With the apparent end—at least for this year—to the legislative struggle to shape a comprehensive national telecommunications policy, primary attention now rests on Judge Greene. He was continuing his deliberations in late July on whether the proposed AT&T-Justice Department settlement is "in the public interest."

Direct broadcast satellite service authorized

The Federal Communications Commission June 23 tentatively authorized direct broadcast satellite service whereby satellites are used to retransmit broadcast signals back to small, inexpensive earth terminals.

Nine companies have applications pending before the FCC to provide DBS services. None is expected to be available before 1986. The rules were adopted on an interim basis pending the allocation of satellite orbital positions and frequencies at the 1983 Regional Administrative Radio Conference.

The new FCC rules allocate the 12.2 to 12.7 gigahertz radio wave band to DBS. The 12 GHz band currently is used by terrestrial microwave operators, including 11 newspapers that use microwave systems to transmit pages to remote printing plants and for data and voice transmission.

The FCC said it expects to complete a rulemaking by Sept. 4, 1983, that seeks alternatives for the microwave operators. Options include moving to other frequency bands and sharing frequencies. Microwave operators would then have five years in which to make adjustments.

In comments to the FCC on the proposed rules, ANPA said DBS operators should pay for any capital losses sustained by existing microwave users as well as for the costs of relocating [presstime, Aug. 1981, p. 15].

Under the rules, DBS operators will not be responsible for those costs. However, the commission said if DBS operators want to provide service before the end of the five-year period, they would have "a strong incentive" to compensate microwave operators for the cost of relocating to other frequency bands.

Senate panel OKs cable TV legislation

The Senate Commerce Committee July 22 overwhelmingly approved comprehensive cable television legislation [presstime, June 1982, p. 15].

S 2172, approved 13-3, would take jurisdiction over cable from local governments and give it to the Federal Communications Commission; local governments could still award franchises, however.

It also would eliminate media cross-ownership restrictions involving cable and would mandate set-asides of 10 percent of available channels for use by public, educational and governmental programmers and another 10 percent for use by other programmers in systems with 20 or more channels.

Prospects for passage in this Congress are not regarded as likely. A spokeswoman for the House Telecommunications Subcommittee said there is "little likelihood" that panel will report cable legislation this year.

Survey shows publishers still keen on cable TV

Interest in electronic publishing remains high among daily newspaper publishers, according to the second annual newspaper telecommunications survey by the International Newspaper Advertising and Marketing Executives.

The survey, conducted by the INAME Telecommunications Committee, revealed 114 of the 145 respondents to the poll were either "very interested" or "interested" in acquiring a cable television channel in their market. Last year, 94 of the 106 respondents indicated the same levels of interest [presstime, Nov. 1981, p. 19].

Twenty-six of the publishers said they are currently operating a cable information channel, compared with only four last year. Fourteen said they were selling classified ads on the channel; 13 were selling retail ads; one was selling national ads.

Seventy-one respondents said they were considering negotiating for one or more cable channels in their markets; 44 said they were currently negotiating. Of the 21 that had completed negotiations, 14 said they had been successful, four unsuccessful.

Canada blazes trails through telecommunications thicket

By C. David Rambo
presstime staff writer

Through important advances in telecommunications technology, Canada is rapidly assuming the role of a major force in the future of videotex and teletext.

Most notably, the country's Telidon technology is turning important heads in the communications industry. Telidon, many telecommunications experts say, offers better graphics and speed than the rival English Prestel and French Antiope technologies [presstime, April 1981, p. 24].

Among the U.S. companies that have chosen Telidon for their testing of the high-tech waters are The Times Mirror Co., Time Inc., the Providence Journal Co. of Providence, R.I., and the Alternate Media Center of New York University through a teletext test being conducted at the Public Broadcasting Service's WETA-TV in Washington, D.C.

Another prominent player in the U.S. videotex arena, Columbus, Ohio-based CompuServe, is experimenting with Telidon for its graphics capabilities [presstime, June 1982, p. 17].

In addition, Telidon will be compatible with AT&T's presentation-level protocol, the technology that the telephone company says it plans to use for its future endeavors in electronic, computer-based communications [presstime, July 1981, p. 35].

The technology is designed for videotex: two-way, computer-based information systems using telephone lines, cable television systems or fiber optics; teletext: essentially one-way information systems broadcast over any full video channel or delivered via land lines; or simple cable-based information scroll systems.

Telidon research began in 1969, and the technology was introduced in August 1978 by the Canadian government. The government remains enthusiastic today, believing that the electronic information industry could become a "major sector of the Canadian economy," according to Canada Communications Minister Francis Fox.

Unlike its counterpart in the United States, the Canadian government put up much seed money for development of services via Telidon technology.

Total federal contributions for the years 1978-84 are expected to reach between $40 and $45 million, says David M. Wright, information officer for the government's Department of Communications. But he adds that by 1984, "the Canadian government will be out of it pretty well altogether" except for continued research. "It's now time for the industry to fly by itself. We think it can fly by itself."

A U.S. comparison. From all indications, the industry indeed has taken off.

Ottawa is being called "Silicon Valley North" because of a proliferation of telecommunications equipment manufacturing firms.

And numerically, Canada with its 24 million people can boast of more videotex services or tests—estimates by the Department of Communications put the total at between 30 and 40—than the United States with its 226 million people and 23 videotex projects at the end of last year, by ANPA count.

However, Canada's electronic publishing industry overall is considered less developed than its U.S. counterpart, says Gerald P. Haslam, director of videotex services of Toronto-based Southam Inc., which publishes 21 Canadian newspapers and about 60 business publications.

That's because some of the more sophisticated U.S. videotex projects—such as Knight-Ridder Newspapers Inc.'s Viewtron experiment—have no Canadian equivalent, Haslam says.

Cable television long has been highly developed in Canada because cable was found to be the best way to bring good TV reception to the country's remote areas. Most of those systems carry text news supplied by the wire services.

But newspapers in Canada aren't likely to become information providers as fast as those in the United States because the Canadian government does not allow them to sell advertising for such a system.

Newspapers "are cautious of leasing channels to enhance a cable operator's system without revenues flowing to them," reported Keith Kincaid, president and general manager of Canadian Press wire service, and L. John Rothwell, vice president of engineering and production for Southam Inc., in an April report to the ANPA Telecommunications Committee.

Several newspapers are presenting

Sun Den
Get That Healthy Summer Look
Monique's
Videopress

Videopress takes new information technology to shopping malls.

news via cable, however, or are contemplating it. La Presse of Montreal displays information in a system called Telematique over the Montreal cable system Videotron. La Presse General Manager Yvon Dubois said the service is a repeating, 50-page package 20 minutes in duration.

Different climate. Canadian telecommunications development is taking place in a public-policy environment quite different from that in the United States.

While the U.S. government has spent years trying to decide to what extent the country's telephone monopoly, AT&T, should be allowed to offer information and data processing services, Canada has not been bogged down over this issue.

One reason is that the telephone industry is more fragmented. Bell Canada, the Canadian version of Ma Bell, which recently announced plans to separate its regulated and unregulated businesses much as AT&T is doing, has control of about 75 percent of the market. But it operates only in Ontario and Quebec. The rest is the domain of 300 to 400 small telephone companies—in some cases operated by or even owned by a province.

Another reason is that telephone companies "appear to accept their role as carriers of videotex and do not aspire to becoming system operators," Kincaid and Rothwell said in their recent report. A prime example of Bell Canada's posture on the subject is its April 15 action turning over management of its Vista videotex test to Infomart, the largest marketer of Telidon services. Bell Canada had run the experiment for nearly a year.

Along with these differences, there are similarities between the ways telecommunications development is taking place in the two countries.

Newspapers' involvement. For one thing, like their cousins across the border, Canadian newspaper companies have assumed positions in development and sales of new electronic publishing systems.

Some examples:

- Southam Inc. and Torstar Inc., which publishes The Toronto Star and Harlequin novels, own Infomart in a joint venture.
- The Toronto Star, independent of its Infomart connection, and Le Soleil of Quebec are information providers for the telephone-based videotex trial Vista. About 491 terminals supplied by Bell Canada are located in Toronto and Quebec City.

The electronic information industry could become a "major sector of the economy."

Francis Fox
Canada Communications Minister

"If there's a Canadian view, it's that news is the least important form of information on videotex."

Gerald P. Haslam
Southam Inc.

The Toronto daily also will be an information provider in an Infomart experiment called "Teleguide" beginning this month. To consist eventually of at least 1,200 terminals located in public places, the system will provide Toronto visitors with information about dining, entertainment, emergency services and other matters.

- The London (Ontario) Free Press and the computer firm Cableshare have entered into a joint venture called "Videopress" that is similar in the public-use concept to Teleguide.

In Videopress, one information kiosk has been placed in each of two London-area shopping malls. Each kiosk contains three noninteractive, billboard-like "videoboards"—45-inch screens displaying advertising messages. Each also contains three 12-inch, interactive "touch" screens on which mall patrons, by simply touching parts of the video display screen, can call up shopping information along with news, sports and weather reports.

"We see the mall business as one very distinct attraction," explains Videopress project manager Russ J. Demchuk. The Free Press and Cableshare have established a firm known as Videopress Inc. for marketing the system.

The first Videopress kiosk was installed only last December, and already, Demchuk says, "We've proved the system works, we can sell advertising, and we think it can make some money."

- The Globe and Mail of Toronto, through its InfoGlobe division, offers the telephone-based Globe and Mail Database, carrying full texts of its newspaper stories and used primarily by business and government. For users of personal computers or any other telephone-compatible terminal or word processor, The Globe and Mail offers stock market information through the telephone-based Marketscan.

The Globe and Mail also intends to supply those databases in the one-year "iNet" experiment, a 400-terminal test for business users to be conducted by TransCanada Telephone System.

Canadian newspapers also are involved in new telecommunications services through their cooperative news service, Canadian Press. Not only is the wire service producing the retrieval service "Newstex" intended primarily for commercial markets—to the consternation of The Globe and Mail [presstime, Jan. 1982, p. 13]—but it also is heavily involved in text news services on cable systems.

Marketing Manager Michael H. Reichmann says CP presents text on about 120 of Canada's approximately 165 cable systems. CP is not using Telidon technology, but Reichmann says the service soon will undergo "Telidonization."

When that happens, CP will include a "five-minute window" out of each 20-minute news cycle to give individual newspapers an opportunity to insert local material.

Also, CP recently announced it would make available its "business information wire" to the Ohio-based CompuServe.

Another major force behind Canada's communications climb is the Canadian Broadcasting Corp. The national government's Department of Communications last fall gave CBC a $6-million grant for "Project IRIS," a three-year teletext trial to start this September in Montreal, Toronto and Calgary.

Using 700 Telidon terminals rotated among 1,400 homes, viewers will be able to select from about 300 pages of information provided in English and French by CBC.

Limited role for news. Despite the fact that Canada's newspapers are big in the electronic publishing arena, news is a relatively minor part of the information being delivered electronically. U.S. publishers have experienced the same paradox.

"If there's a Canadian view, it's that news is the least important form of information on videotex," says Haslam of

Southam.

Like in the United States, the trend in emerging Canadian videotex services is to serve specific target markets instead of general consumers, Kincaid and Rothwell noted in their report to ANPA's Telecommunications Committee.

For example, one of the most talked-about commercial services is "Grassroots," with 392 Telidon videotex terminals currently serving the particular needs of the agricultural community in Manitoba. Marketing representative Dale Grevstad says the system offers a wide array of such things as commodity and livestock news, weather reports, soil-moisture information, Air Canada flight schedules—as well as the CP news service.

About 150 Manitoba customers are paying for the service. The rest are involved in tests—one of which is for a fiber-optic system of the Manitoba Telephone System owned by the provincial government.

The only newspaper providing editorial material for Grassroots is The Winnipeg Sun. It supplies dining-out and entertainment listings on a monthly basis. Sun Editor R. Paul Sullivan admits that the involvement to date is rather "humble," but "it's important to keep our oar in and keep going with this thing."

Also to keep moving downstream, the Canadian Department of Communications is in the process of awarding grants under its "industry investment stimulation program," department spokesman Wright says. In that program, private firms, schools, non-profit groups and individuals submit proposals for their own ideas of how Telidon can be used.

Communications Minister Fox said the government will spend $10.5 million on the program—part of the final federal funding. The investment, he says, may generate "more than $100 million worth of investment in Telidon equipment and services by the private sector."

Wright says that so far matching grants have gone to commercial fishermen who have come up with promising ideas on how to keep posted on market prices and other valuable information, as well as to farmers, banks, grocery stores, real estate companies and university professors.

And, like newspaper publishers, they are pioneers, charting the untraveled tundra of a new information age. ☐

Telidon to be held hostage?

Telidon, the sophisticated videotex technology developed principally by Canada's Department of Communications, may be held hostage in a longstanding dispute between the United States and Canada involving across-the-border broadcasting.

A Canadian law enacted in 1976 denies Canadian companies a business tax deduction for the cost of advertising placed on U.S. broadcasting stations. It is estimated that the 60 U.S. broadcast stations whose signals reach Canada have lost $20 million to $25 million a year in Canadian advertising as a result of the law.

Presidents Reagan and Carter both tried, and failed, to negotiate an end to the broadcast border war. And both recommended Congress enact so-called "mirror" legislation to impose tax restrictions on U.S. companies advertising on Canadian stations.

But because straight "mirror" legislation would not have a comparable impact in Canada—it is estimated that only $2 million to $5 million would be lost by Canadian broadcasters annually—efforts have been made to tie the measure to other issues to get the attention of the Canadian government.

On June 15, Sen. Daniel Patrick Moynihan (D-N.Y.) circulated a letter to his colleagues on the Finance Committee announcing he would offer an amendment to the latest "mirror" bill, S 2051, when it was marked up by the committee. The Moynihan amendment would deny U.S. businesses tax deductions and tax credits for purchases of Telidon equipment so long as the Canadian law is in effect. As of late July, no markup had been scheduled.

"Clearly, by the howls of protest that have come our way in the last couple of weeks, we hit on exactly the right device," said Moynihan's press secretary, Michael D. McCurry.

But the impact of the amendment would be felt south as well as north of the border.

For example, a subsidiary of The Times Mirror Co. of Los Angeles—Times Mirror Videotex Services—is a partner with Infomart of Canada in Videotex America, the exclusive U.S. marketer of Infomart's Telidon-based videotex systems and services.

Times Mirror Vice President Donald N. Kellerman said "a great many American enterprises would be damaged" by the Moynihan amendment. "Americans are using Telidon technology because they think it is the most advanced. It's a technology that may bring thousands and thousands of jobs and many millions of dollars into the United States' telecommunications industry."

The Videotex Industry Association, in a letter to Senate Finance Committee Chairman Robert Dole (R-Kan.), called the amendment "an unprecedented and unreasonable kind of trade warfare." ☐

ANPA Director/Telecommunications Affairs Kathleen Criner and Texscan/MSI Newspaper Marketing Specialist Noble D. Wrather try out a newspaper cable system similar to equipment the company has donated to the Association. The new equipment is now located in the Telecommunications Demonstration Room at The Newspaper Center in Reston, Va.

More realism apparent during 'Videotex '82'

By Margaret Genovese
presstime staff writer

A Sony representative (left) guards experimental color printer closely.

Newspaper publishers are uniquely positioned to be "ring masters" of developing videotex technology because they are used to being information middlemen, they are text-oriented, and their experience in the computerization of their own plants has left them unafraid of technology and with electronically savvy staffers.

That was one of the messages presented at "Videotex '82," the international conference devoted to the new technologies of videotex and teletext in New York City June 28-30.

The speaker, John Woolley, editor of the experimental videotex service Viewtron, also pointed out that if videotex develops principally as a local medium, newspaper publishers have the necessary local contacts. If it turns out to be national in nature, all bets are off, he said.

For his part, Woolley believes it will be local.

Videotex services will not be adopted because they offer a "super library," or because home security systems have put terminals into the homes, or because of transactional services, or as business adjuncts, or even "loaded on the back of the PAC-MAN" video game craze, Woolley said. They will be adopted because they offer a "critical mass" of all of these things. And newspaper publishers are uniquely qualified to define that "critical mass."

Woolley's Viewtron was developed by Viewdata Corp. of America Inc., a subsidiary of Knight-Ridder Newspapers Inc., and AT&T. Speaking later in the program, Knight-Ridder President James K. Batten presented additional details on the commercial launch of Viewtron, scheduled to begin July 1, 1983.

Batten said that if 12 months after opening day the news is good, the service will be continued and be expected to be profitable within four to five years. However, if the signs are disappointing, the project will be folded. The company has spent $18.5 million on the project since 1978, he said.

Less hype and more realism of the type offered by Batten characterized this year's conference whose focus was on market applications of the new technologies.

At last year's conference in Toronto, "there was a great sense of wonder and excitement about *how* this could happen, or *that* it could happen," said John W. Ahlhauser, associate professor at the Indiana University School of Journalism.

"But this time," said Ahlhauser, who teaches a course in electronic publishing, "there was a much more settled feeling that electronic publishing was a definite part of our future, our near future."

In addition to updates on videotex and teletext projects worldwide, discussion focused on legal ramifications of electronic publishing.

Former U.S. Attorney General Benjamin R. Civiletti said he believes the law governing electronic publishing should reflect the law pertaining to the print, not the broadcast, media, because the "scarcity of frequency" rationale used to justify broadcast regulation has no validity in teletext and videotex. And, unlike broadcasting, electronic publishing is a "medium of considerable choice" and is not pervasive, he said.

Civiletti said he anticipated regulation of electronic publishing in three areas: equal access for political candidates, identification of commercial sponsorship, and defamation and obscenity.

One of the most unusual displays on the conference's exhibit floors was an experimental videotex printer by Sony Corp. of America that produced a color print of a videotex page in about 35 seconds.

Among the major announcements made in conjunction with the conference:

- CBS and NBC announced plans for national broadcast teletext services. CBS plans to launch its 100-page teletext magazine by the end of this year. The NBC service is targeted to begin in early 1983.
- CBS also announced that 13 major advertising agencies have signed up to participate in the 200-household CBS/AT&T videotex trial scheduled to get underway this fall in Ridgewood, N.J. [presstime, June 1982, p. 17].
- Videotex America announced an agreement with Phoenix Newspapers Inc., publisher of The Arizona Republic and The Phoenix Gazette, to "explore business opportunities for consumer and commercial videotex services in the Phoenix metropolitan area." Videotex America is a joint venture between Times Mirror Videotex Services Inc., a subsidiary of The Times Mirror Co., and Infomart, a partnership between Canadian communications companies Southam Inc. and Torstar Corp. [presstime, Feb. 1982, p. 14].
- AT&T introduced a videotex frame-creation terminal. It includes a control unit, a color monitor, a keyboard and a graphics tablet. Viewdata Corp. is the first customer for the $34,000 terminals.

Registration at the conference was down to 1,200 from about 1,500 a year ago, according to a spokesman for Online Conferences Limited, the conference organizer. More than 30 newspaper companies were represented. □

Third-class rates could plunge; USPS ordered to justify others

A decision of the 2nd U.S. Circuit Court of Appeals has raised the possibility that third-class mail rates could revert to previous low levels that helped spark marriage mail programs threatening newspaper preprint advertising.

The court ordered that third-class rates be reduced to the "temporary" level in effect from March until September 1981, unless the U.S. Postal Service or its board of governors takes action to the contrary by Aug. 23 [presstime, Nov. 1981, p. 16].

The court also ruled that rates for other classifications, including second-class, are to stay as they are. But the governors must give "explanations and justifications" for those rates, something postal officials failed to do in the rate proceeding under review, the court said.

The appellate court's ruling came July 9 in response to a lawsuit brought by Time Inc. and 10 other mailers over the methodology used in that rate proceeding. ANPA was an intervenor in the case in support of USPS and its current rates.

Following the court's ruling, ANPA Chairman and President William C. Marcil sent the board of governors a letter asking that third-class rates not be rolled back.

A postal spokesman said the governors will discuss the 2nd Circuit decision at an Aug. 3 meeting in Minneapolis, after which they may make known their plans.

Marcil's remarks were supported by a new newspaper business task force designed to coordinate interests in the postal realm—particularly third-class mail. The group is made up of representatives of ANPA, the Newspaper Advertising Bureau and the National Newspaper Association.

One issue it will address is how the newspaper business should treat third-class issues now that increasing numbers of publishers are themselves offering marriage mail—joining two or more advertising circulars into one unit for mailing to households—or other direct-mail services for advertisers [presstime, Feb. 1982, p. 15].

"Obviously there's a dichotomy here between the newspapers that are trying to preserve their inserts and those that are trying to get into the mailing business," explained Otto A. Silha, chairman of the board, Cowles Media Co., Minneapolis, and chairman of the new task force. "These are some of the things that we're going to be taking a look at."

For example, the Atlanta Journal and Constitution "absolutely" would favor lower third-class rates, said Philip L. Brown, distribution marketing systems manager. Atlanta Newspapers recently announced a new marriage mail program called "REACH" (Regionally Enhanced Advertising Coverage of Households) that delivers preprinted newspaper inserts to nonsubscribers.

REACH has allowed the newspapers to recover preprint business lost to competing direct-mail operations, said Tony Webb, director of distribution marketing. The program offers advertisers greater penetration and zoning down to targeted ZIP Code areas with a Monday or Tuesday delivery. Program officials are considering expanding the program.

The newspaper business task force was formed as a result of a meeting of some executive committee members of ANPA and NAB in Dallas during the June ANPA Production Management Conference. Members were appointed by ANPA Chairman and President Marcil and NAB Chairman Lloyd G. Schermer.

Other members are Tom Johnson, publisher and chief executive officer of the Los Angeles Times; Frank A. Daniels Jr., president and publisher of The News & Observer and The Raleigh (N.C.) Times; and William E. Branen, president of Southern Lakes Publishers Inc., Burlington, Wis. ☐

Postal notes

Newspaper publishers, nonprofit organizations, churches and other mailers that benefit from postal subsidies will see a **drop in rates** from July 28 to Sept. 30.

That's because $42 million was restored to the U.S. Postal Service's fiscal 1982 budget as a result of an amendment to a supplemental appropriations bill President Reagan signed into law in late July.

The amendment rolled back rates for second-class, in-county mail to levels that existed prior to a July 6 rate increase [presstime, July 1982, p. 25].

As of now, the lower rates are only temporary; they are scheduled to expire at the end of the current fiscal year.

What will happen to rates after the new fiscal year begins Oct. 1 depends on FY 1983 postal appropriations yet to be decided.

The emergency relief approved in July was shepherded by Sen. Quentin N. Burdick (D-N.D.) because of the "terribly unfair" and sudden rise in subsidized rates that took effect Jan. 10, according to a spokeswoman in his office [presstime, Feb. 1982, p. 15].

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The U.S. Postal Service is checking more closely whether **presorted mail and general "bulk' mail** meet USPS requirements for reduced rates.

Edward J. McCaffrey, assistant postmaster general for rates and classification, said USPS has found about a 50-percent error rate in compliance with weight, size, labeling and other requirements. That has resulted in greater Postal Service costs, he said.

McCaffrey also said the most presorting problems have been with third-class mailings.

The new verification program began July 1.

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The U.S. Postal Service is mounting an effort to have newspapers across the country take editorial page space away from the threat of nuclear disaster, conventional wars here and there, and a foundering economy, and let that space go to the dogs—albeit bad dogs.

In a letter to ANPA Executive Vice President Jerry W. Friedheim, a Postal Service official says 7,500 postal employees were **bitten by dogs** last year, and, "We are going public with this message in an intensive campaign to create awareness of the problem and urge dog owners to protect their pets and their mail carriers." ☐

Canada adopts records access law; cabinet exempt

Canada's first freedom of information law has been enacted.

The Access to Information Act establishes procedures for obtaining access to federal government records. It is expected to take effect in about six months.

The measure passed the House of Commons June 28 on a vote of 193-21, but late in the legislative process it was amended to exclude cabinet documents. This means a decision to withhold cabinet records is absolute and not subject to judicial review, as are all other disclosure decisions.

Proponents of the bill accepted the amendment as the price of getting the legislation approved. "It was the consensus here that it (the amended bill) was better than nothing," said Roland Gaudet, reporter for the Canadian Broadcasting Corp. and vice chairman of the Freedom of Information Committee of the Center for Investigative Journalism, an organization of about 1,000 Canadian journalists.

Dona J. Harvey, chairman of the editorial division of the Canadian Daily Newspaper Publishers Association, applauded the government's "first step toward endorsing the concept of freedom of information." But she called the last-minute amendment on cabinet documents "profoundly disturbing."

Harvey, managing editor of The Province in Vancouver, B.C., said the press and public in Canada must "keep hammering on the door to ensure that the provisions of the act become more open, rather than closed."

The Canadian law is similar, in many respects, to the U.S. Freedom of Information Act. But there are some differences:

- In Canada, an information commissioner will hear complaints from the public when access to government records is denied. The commissioner can only recommend that records be released. If the government still refuses disclosure, recourse is available through the federal courts.

In the United States, an initial denial of disclosure may be appealed to the head of the agency involved. After that, recourse is to the federal district courts.

- The Canadian measure also provides a procedure whereby unions, businesses or other commercial enterprises submitting information to the government must be notified in writing whenever the government intends to fulfill a request for that information if it could adversely affect their interests. The submitter then has the opportunity to object to the disclosure and may go to court to block it.

A similar provision is embodied in FOIA "reform" legislation pending in the U.S. Senate [presstime, June 1982, p. 10].

- The Canadian law restricts access to Canadian citizens or permanent residents and businesses incorporated under Canadian or provincial law, but it allows the government to expand this to reciprocate for access provided Canadians by other countries. The U.S. law contains no such restrictions.

The Canadian measure also contains privacy provisions, strengthening and clarifying existing privacy law.

The legislation was introduced by Canada's Liberal government, fulfilling a pledge made during national elections more than two years ago [presstime, Feb. 1980, p. 24]. Support of freedom of information legislation dates back to the previous Progressive Conservative government. ☐

Legislative notes

The House Education and Labor Committee has approved an **amendment to the Fair Labor Standards Act** that would require violators of the minimum wage and overtime provisions to pay three times the monetary amount involved.

Although HR 6[illegible]03 would impose triple damages on employers, the involved employees would receive only back pay plus interest. The balance would be paid into the U.S. Treasury.

The bill, sponsored by U.S. Rep. George Miller (D-Calif.), has not been scheduled for floor action. There is no comparable bill in the Senate.

The legislation could be used as a vehicle for making other changes in the FLSA, such as increasing or indexing the minimum wage.

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The congressional ban that kept the Internal Revenue Service from **reclassifying traditional independent contractors** as employees expired July 1, but the agency said it will not begin a massive reclassification effort.

IRS Commissioner Roscoe L. Egger Jr. said his agency wants to give Congress time to act on several pending bills designed to clarify the tax status of independent contractors [presstime, June 1982, p. 11].

According to an IRS survey, independent contractors reported only 69 percent of their income for Social Security tax purposes and only 78 percent for income-tax purposes.

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The federal **excise tax on telephone service** would be increased from 1 percent to 2 percent in 1983, and to 3 percent in 1984 and 1985, if the tax bill passed by the Senate July 23 becomes law. After 1985, the tax would be reduced to 2 percent.

Currently, charges for long-distance telephone calls made in the collection or dissemination of news are exempt from this tax. HR 4961 would not change this exemption.

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The Senate tax bill also contains a provision that would allow the Houston Endowment to retain its 100-percent ownership of the **Houston Chronicle Publishing Co.** by exempting it from a 1969 law that requires private foundations to divest some of their holdings in business enterprises.

In 1980, House sponsors of a similar bill suggested it be shelved when The Houston Post announced it would send its president to testify against the measure at a hearing [presstime, Sept. 1980, p. 16].

FTC closes its case against LA Times discounts

By Margaret Genovese
presstime staff writer

Ending five years of suspense for the newspaper business, the Federal Trade Commission July 7 unanimously voted to dismiss its complaint against the Los Angeles Times' volume-discount advertising structure.

In doing so, the FTC rejected the tentative consent agreement that its staff had negotiated with lawyers for The Times Mirror Co., parent of the Times, and that it had tentatively adopted last September. The commission said it acted on the basis of staff recommendations and public comment [presstime, July 1982, p. 23].

The 1977 complaint had alleged that the Times program giving discounts to retail display advertisers based on their annual cumulative advertising volume violated the FTC Act and the Robinson-Patman Act.

The consent agreement would have required the Times to replace its current discount structure with one reducing the highest volume discount for retail display advertisers from 40 percent to 26.765 percent and to cost-justify any new discount structure.

Writing for the full commission, member Patricia P. Bailey said the nearly 100 comments submitted during the public comment period on the consent agreement had caused the agency to reexamine "two important assumptions which formed the basis of the commission's original decision to bring the case and on which the proposed consent was based."

The first was that smaller advertisers were competitively injured by the Times' discount structure.

"However, all but one of the retailers and retail trade associations which responded opposed the consent agreement and indicated no concern about competitive injury," Bailey said.

In addition, she said, academics concluded that the benefits of the proposed agreement "were fairly speculative, and that the order might well raise prices to all advertisers. Thus, the commission has concluded that the benefits to competition from accepting this order are much more uncertain than was originally believed."

The second assumption was that the order could or should be extended beyond the Los Angeles Times.

"It now appears that to do so within the newspaper industry would be unwise, as the type of uniform pricing required by the order could impair the pricing flexibility of secondary size papers," wrote Bailey, who had voted in the 3-1 majority in 1981 to accept the consent agreement. She said that it was "never the commission's intention, and would be inappropriate now, to leave the Los Angeles Times as the only seller of advertising space subject to Robinson-Patman Act principals."

The three other commissioners issued separate statements on the decision, reached in a closed session.

Chairman James C. Miller III, who was not a member of the commission when the consent agreement was tentatively adopted, said it "seems quite clear that the intent of Congress was to leave advertising rates outside the reach of the Robinson-Patman Act."

Commissioner David A. Clanton, the lone member of the commission to have voted against provisionally accepting the consent agreement last year, reiterated his concern about extending the provisions of the FTC Act to the circumstances in the Times' case.

Commissioner Michael Pertschuk said it was clear that if newspapers were prohibited from "giving discounts to large advertisers which are not cost-justified, we should apply the same principle to other advertising media which compete with newspapers, including network and cable television."

Pertschuk also complimented Times Mirror for arguing its position "on the merits and through public comment" rather than seeking to pressure the commission through the Congress.

The Times had announced it would seek dismissal of the complaint after the proposed consent agreement was tentatively adopted last year.

Commenting on the commission's 4-0 vote last month, publisher Tom Johnson said the "public's interest and that of a strong, independent press" had been served.

"In today's competitive climate, all media must be able to compete vigorously and fairly without unjustified government regulation," he said. "The threat to competition embodied in this case is now removed."

On behalf of ANPA, which submitted comments supporting dismissal of the complaint, Executive Vice President Jerry W. Friedheim applauded "the wise action" of the FTC. □

Regulatory notes

The Occupational Safety and Health Administration is proposing a change in its rule on **employee access to medical records**.

Under the current rule, established in 1980, employers maintaining medical records on employees must inform those exposed to "toxic substances or harmful physical agents" where the records are kept, who keeps them and how employees can obtain them [presstime, Oct. 1980, p. 13].

OSHA is proposing that such records be kept only for workers whose jobs directly involve exposure to harmful substances. The proposal also would reduce the number of substances covered by the rule.

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The National Association of Broadcasters July 16 agreed to **drop portions of its voluntary Television Code** in order to settle a lawsuit brought in 1979 by the Justice Department.

NAB agreed to eliminate rules limiting the minutes and numbers of advertisements per hour of programming, the number of consecutive ads per commercial break and the number of products that may be advertised in a single commercial.

After a 60-day public comment period, Greene will decide whether to approve the agreement.

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The Senate Commerce Committee has recommended that the **FCC be reduced** from seven to five members and that the **Interstate Commerce Commission be trimmed** from 11 to five. □

Newspapers may qualify to participate in three new voluntary OSHA programs

The Occupational Safety and Health Administration July 6 implemented three voluntary safety and health programs that could exempt qualifying newspapers from OSHA general inspections.

"Praise," a safety program, is targeted at employers in "low-hazard industries" with good records and active safety programs. A low-hazard industry is defined by OSHA as one with a "lost workday injury case rate" below the national average for the private sector.

The newspaper industry meets that qualification with a rate in 1980 (the latest year for which Bureau of Labor Statistics figures are available) of 2.8; the national average was 3.9.

An individual newspaper can participate in "Praise" only if its average lost workday injury case rates and "injury incidence rates" for the last five years are lower than the average for the newspaper industry.

The "Star" program, which may cover safety or health or both, is aimed at "leaders in injury, illness and accident prevention programs," OSHA said. To qualify, an employer must have an average of both lost workday injury case rates and injury incidence rates for the most recent three-year period at or below the national average for the industry.

"Try," an experimental program that may cover safety or health or both, was designed by OSHA to test the effectiveness of alternative safety and health programs and to accommodate employers who want to work cooperatively with OSHA to improve their safety and health and performance.

To qualify, an employer's lost workday injury case rates or injury incidence rates for the most recent three-year period must be at or below the national average for the industry or show a downward trend over a three-year period. Another qualifying option is for the employer to indicate goals to reduce these rates and the methods by which the goals will be achieved.

There are a number of other qualifications for the programs which are specific for particular plants. For full information, and assistance in calculating lost workday injury case or injury incidence rates, contact George Popa of the Environmental Group at the ANPA Research Institute in Easton, Pa.

Are newspapers really that dangerous?

The newspaper industry qualifies as a "low-hazard" industry under the Occupational Safety and Health Administration's new voluntary safety and health programs (see story above).

Yet, according to National Safety Council statistics used to illustrate an interview story with OSHA Administrator Thorne G. Auchter in the July 19 edition of U.S. News & World Report, newspapers were the fifth most dangerous among 35 industries listed—with an average of 129 days lost annually to occupational injury or illness per 100 full-time employes in 1980.

However, if the magazine had used OSHA's own statistics, collected by the U.S. Labor Department's Bureau of Labor Statistics, it would have portrayed the newspaper industry in a much different—and more accurate—light.

According to the BLS, newspapers lost only 47.3 days annually to occupational injury or illness per 100 full-time employees in 1980. In 1979, the latest year for which the BLS has rank information, the newspaper industry ranked 421st among the 538 industry categories in lost work days (with the industry with the worst record ranking number one). The data come from a nationwide survey.

The National Safety Council's data, on the other hand, are based on reports submitted voluntarily by its member companies (primarily large), according to Alan F. Hoskin, manager of the NSC's statistics department. The 1980 statistics were based on information from seven newspapers and are not representative of the newspaper industry on a nationwide basis, Hoskin said.

There was "no reason" U.S. News & World Report chose the NSC statistics, said a member of the magazine's news staff. "They just happened to arrive in the mail at the same time" the Auchter interview was being planned.

World press notes

The American Press Institute has published a booklet, **"Reporting the Developing Nations,"** summarizing the findings of API's first seminar on that topic.

The seminar, held last November, brought together newspaper foreign correspondents and editors; four journalists from developing nations, who attended on scholarships provided by World Press Freedom Committee; and foreign affairs specialists from government, academia and private media organizations.

WPFC helped pay for publication of the 46-page booklet. Single copies are available for $1.50 from API, 11690 Sunrise Valley Drive, Reston, Va. 22091.

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Three **British journalists who were arrested on charges of spying** in Argentina in April were released June 29 and returned to England.

Their detention had led to repeated protests by a number of international journalistic organizations [presstime, June 1982, p. 14]. The three were released under bail of $6,500, and the spying charges may still be prosecuted in Argentina's courts.

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The 21-member Council of Europe, which includes the democracies of Western Europe as well as Cyprus, Turkey and Malta, has adopted a declaration that strongly endorses free-press principles.

The two-page document on **Freedom of Expression and Information** focused on the right of individuals to seek and to receive information, in contrast to some proposals in UNESCO that would guarantee each nation's right to regulate communications within its borders.

The Strasbourg, France-based council called for cooperation in ensuring that new communications technology and service are used to broaden the scope of freedom of expression and information.

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The **Inter American Press Association's** annual meeting will be Sept. 27-Oct. 1 in Chicago.

Reporters claim civil case rights

The Reporters Committee for Freedom of the Press and four individual reporters are pursuing what they call a "First Amendment test case" over coverage of civil court cases.

They asked a U.S. District Court in Washington, D.C., to declare that the public and press have the same rights to information in civil cases as they do in criminal cases.

The motion filed July 12 was in response to a restraining order against the press in a $50-million libel suit for which trial started in July in Washington. Mobil Oil Corp. President William P. Tavoulareas sued The Washington Post for reporting in 1979 that he may have used his Mobil corporate position to establish his son in the shipping business.

Judge Oliver Gasch ruled that the trial transcript be closed to the public for 24 hours, and that Mobil be allowed to have some parts of it permanently sealed. Gasch also said Mobil may permanently suppress what it considers to be "confidential" information despite its introduction as evidence to the jury, and may permanently keep under wraps "sensitive" documents filed in pretrial motions.

Those orders constitute "a prior restraint of free dissemination of information in the public domain," the reporters said.

Jack C. Landau, director of the Reporters Committee, told Gasch at a July 16 hearing on the reporters' suit that his order was inhibiting "the public's right to be informed of the proceedings."

"There has to be a compelling state interest for any secrecy in the court," Landau maintained.

By late July, Gasch had not ruled on the press request.

The four reporters joining the Reporters Committee in the suit are David Beckwith, Time magazine; John Fialka, The Wall Street Journal; Judith Miller, The New York Times; and Ronald Ostrow, Los Angeles Times. ☐

Appeals court rules Providence Journal broke antitrust law

The Providence Journal Co. said it will appeal in U.S. Supreme Court a ruling that it violated antitrust law by refusing to accept classified advertising offering housing rental information for a fee.

The company had adopted a policy of not accepting ads in which a fee is charged for rental information. That policy stemmed from a previous experience in which another firm placed an ad listing a specific property for rent. People answering the ad learned the property was unavailable, but a list of available properties could be had for $20. The court upheld the policy in a previous lawsuit.

However, the 1st U.S. Circuit Court of Appeals found "marked differences" between that case and *Home Placement Service v. Providence Journal Co.* Home Placement Service did not use "deceptive bait" in its ad, the court said. ☐

Court briefs

The Honolulu Advertiser and The Honolulu Star-Bulletin argued in U.S. District Court for Hawaii that the Advertiser was a failing newspaper when they formed a **joint operating agreement** in 1962.

Trial began July 6 in a civil, class-action suit in which the city and county of Honolulu claim Hawaii's two major dailies do not deserve the limited antitrust immunity afforded by the 1970 Newspaper Preservation Act [presstime, Nov. 1981, p. 14].

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A U.S. District Court judge in Orlando, Fla., in late July was considering a July 9 request of the Tribune Co. of Chicago to dismiss the Justice Department's **antitrust suit** against the Sentinel Star Co. The government alleges that The Orlando Sentinel's 1980 purchase of five competing weeklies and shoppers may restrain competition [presstime, July 1982, p. 24].

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The U.S. Supreme Court ruled 6-3 that apartment house owners should receive more than the $1 remuneration for **allowing cable television companies to install receiving hardware** on landlords' property. The court remanded the case to the state court system for a determination of the proper amount.

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The U.S. Supreme Court has made it more difficult for employers to counter **job discrimination claims** by ruling that the so-called "bottom line" theory is not a defense. Under that theory, a company would not be liable for racial discrimination if it could be shown that its hiring and promotion practices resulted in an appropriate racial balance in the work force.

The court ruled 5-4 in *Connecticut v. Teal* that the Civil Rights Act of 1964 was designed to protect individuals, not a minority group as a whole.

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Another state has favored **open court proceedings**. The Georgia Supreme Court ruled that state court judges must keep hearings on criminal-trial motions open except in the "rarest" circumstances. The Ledger and Enquirer of Columbus had appealed closure of pretrial motions in the Troup County Superior Court.

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California newspaperman Dean Lesher and two of his newspaper companies won a $3-million judgment in Contra Costa Superior Court against the Travelers Insurance Cos. for what Lesher called Travelers' **improper handling of assignment of defense counsel for two antitrust cases** in 1977. Travelers' conduct, Lesher argued, resulted in Lesher and his companies—East Bay Newspapers Inc. and California Delta Newspapers Inc.—having to settle the cases for $1.5 million.

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Once again the Santa Clara County, Calif., Superior Court has ruled that a San Jose Mercury News **reporter must testify** about material published in connection with a murder case even though California's constitution provides an "absolute" shield for journalists. Judge John A. Flaherty's decision was in response to the newspaper's attempt to quash a subpoena ordering Glenn Bunting to be ready to testify. The newspaper said it would not immediately file an appeal, but rather would wait and see whether Bunting actually is called to the stand. ☐

Pam McAllister Johnson

Her 'mid-life crisis' is resolved by appointment as a publisher

By Margaret Genovese
presstime staff writer

When she was growing up in the Chicago suburb of Evanston, Ill., Pam McAllister Johnson's "role models" were a neighborhood couple, Vera and Les Brownlee—a teacher and her journalist husband.

But "even more than that," she says, "they taught me to have a very, very strong self concept—you can be anything and do anything you want."

The Brownlees would challenge their young neighbor. For instance, when Johnson exclaimed over the performance of a skater in an ice show, they insisted she could be just as good—and gave her a gift certificate to an ice rink for Christmas.

Two years ago, when at age 35 Johnson was undergoing what she calls her "mid-life crisis," she got the same kind of challenge.

By that juncture, she had been a reporter for the Chicago Tribune and The Capitol Times, Madison, Wis.; edited a regional magazine and worked in local and network radio and television; earned a doctorate in mass communications and educational psychology from the University of Wisconsin; been teaching journalism for about 10 years; and been among the first group of ANPA Minority Fellows in 1981, the same year she was named the first recipient of the American Press Institute's Minority Journalism Educator's Fellowship.

What perhaps triggered the mid-life crisis was her completion of the Mini-Sabbatical for Minority Journalism Faculty Members Program sponsored by the American Society of Newspaper Editors and funded by the Gannett Foundation. She used the period to explore newspaper business management at The Patriot Ledger in Quincy, Mass.

"I was thoroughly convinced that journalism was the area I wanted to work in," Johnson says. But she knew that if she was going to continue to invest so much time and energy in the field, she should "think a little more seriously" about where her career was going.

About that time, she confided in Gerald M. Sass, Gannett Foundation vice president/education, that she was "just not sure" what she wanted to do. He advanced an option that Johnson says she had not even considered. "He said, 'Do you want to be a publisher,' and I said 'Yes,' and that was the end of our conversation."

Nine months later, Philip R. Currie, director of news staff development for Gannett Co. Inc., prepared to make a routine recruiting visit to the campus of Norfolk State University, a historically black Virginia college where she was teaching. He told Associate Professor Johnson, who was arranging the student interviews, to schedule a half-hour session for herself.

Currie, who says he was unaware of Sass's earlier conversation with Johnson, had had his eye on her for some time. He says he and others at Gannett "thought she was sharp and ought to be talked to."

His interview started a hiring process that culminated in Johnson's appointment in May 1981 as a general executive at Gannett's Bridgewater, N.J., paper, The Courier-News. There she got what she calls a "crash course" in newspaper management.

Five months later she was named assistant to the publisher of The Ithaca (N.Y.) Journal. A month after that, she moved up to publisher of the 20,398-circulation afternoon paper, thus becoming the first black woman publisher of a U.S. general-circulation daily newspaper.

Observing that there are a great many talented black journalists in the country, Johnson contends she is not unique. "Gannett . . . is unique."

Johnson was attracted to Gannett, in part, because it was "really fast track" and its corporate personality meshed with hers. (She calls herself "kind of a go-getter.")

Sass, who has known Johnson since she was a graduate student, says three things primarily distinguish her: motivation, intelligence, and a gift for understanding and working with people.

The Ithaca JOURNAL
Polish troops oust workers
Ruth Putter

Pam McAllister Johnson

Johnson's longtime friend Lionel C. Barrow, dean of the School of Communications at Howard University, says she is "well-organized and very active."

He points out that while pursuing her graduate studies, she managed to raise a family, teach courses and hold down part-time jobs in journalism.

Howard's Journalism Department chairman, Lawrence N. Kaggwa, who worked with Johnson at Norfolk State, calls her "one of the best one-on-one teachers that I have ever seen. . . . If she showed the same kind of sensitivity, interest and concern for the newspaper staff that she showed for the students, I can't see how the staff couldn't respond to what she wanted them to do to the paper to improve it."

Since becoming publisher at Ithaca, Johnson has advanced press start-up time by an hour and a half; and she is planning a fine-tuning of the paper's leisure magazine section and getting into shared mail.

She recognizes she still has "tons" to learn about newspaper management.

But, she says, "When I think back to when I started, I realize, gosh, I've learned a lot. That is a little more helpful to me than thinking ahead (to what) I don't know. . . ." Johnson and her husband Donald, associate director of the Equal Opportunity Office at Cornell University, have two children: 9-year-old Jason and 6-year-old Dawn. In her leisure time, Pam Johnson enjoys reading and likes to "plan and cook for big groups of people." ☐

Separating the winners from the losers

By Robert J. Haiman

How pleased I would be to be able to tell you all: Have no fear of the future! You are all going to be winners!

But some of your newspapers are *not* going to be winners. They are going to be losers. So let's try to sketch a picture of what I think the winners look like. Let's call it "portrait of a survivor." And let's look at what some newspapers are doing to make sure that the rather small, so-far-insignificant electronic alternatives remain just that: rather small, if not insignificant.

Let's talk about four aspects of our business: advertising, circulation, production, and news and editorial.

Robert J. Haiman

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Advertising pays the bills. And before you start letting anyone hang any crepe on print, let's set the record straight:

Newspapers are the number one advertising medium in the United States. Despite all you may have heard about television, and cable, and videotex, and Ted Turner, and specialty magazines, newspapers last year sold $17.4 billion in advertising. That's more than network TV, and local TV, and cable TV, and shoppers and magazines put together. Furthermore, it's growing. There was a recession in 1981, and newspapers still gained 12.3 percent. Furthermore, our market share is not declining. In 1962, 29 percent of all ad dollars were spent in newspapers. In 1981, 29 percent of all dollars were spent in newspapers.

We kept a lot of that money, too. The publicly owned newspapers of this country are twice as profitable, after taxes, as the average of all Fortune 500 companies. So let's not take any guff from anyone who says our financial fortunes are declining. There's plenty of money, and we are getting a strong share.

By the same token, with all that money, if we blow it and do turn out to be losers, then we deserve to lose.

And there are some things about the advertising part of our business that make me wonder, at times, how much we want to be winners. I wonder why it took us so long to agree on Standard Ad Units, which make it easier for advertisers to spend money with us rather than with somebody else. I wonder why advertising departments at some newspapers still allow the ugliest, blackest, most beat-up sigs and illustrations to be sent to the camera department. I wonder why advertising departments at some papers still resist offering advertisers smaller splits and zones and regions, so an advertiser can buy what he or she needs and can afford. I wonder why is it that four of every 10 newspapers in this country still don't have a nonsubscriber publication to offer total market coverage.

We can wring our hands and say "woe is me" about marriage mail, *or* we can take on the marriage mailers and beat them at their own game. We could put together a combo made up of our paid circulation, plus a nonsubscriber publication, plus a few thousand we can mail ourselves to apartments and condos we can't reach any other way. We could do that next year if we started to work on it next month, so I have to ask: Why aren't more of us working on it?

I wonder why some advertising salesmen still resist learning more about production so they'll be able to tell an advertiser, "I'm sorry, sir, I know that's what you want, but that screen just won't print; it will look like mud in the paper. May I suggest something that will print well?"

Do you recognize any of these as being problems at your newspaper? If you do, you better work on getting them fixed. They are the signs of a newspaper that is going to be a loser.

■ ■ ■

Number two is **circulation.** How is your newspaper in this category—winner or loser?

How long does it take a subscriber to start the paper in your city? When a subscriber goes away on vacation, can he get the paper stopped, on the right day, and then get the paper started again, on the right day? What do the racks and trucks look like in your city—sharp, well-painted, in good repair? What is your paper doing to react to the fact that many of your customers don't live the way they used to—in single-family homes—but now live in high-rise condos and apartments? Does your paper have a plan to get into those highrises to sell and deliver? What do the carriers look like in your city—clean, neat, shaved? Are they the kind of people that you would let into a condo at 3 a.m. if you were the security guard?

How much thought, and work, is happening at your newspaper with respect to the circulation numbers and to the most important number—the one which represents household penetration in your prime area?

■ ■ ■

Next: The **production department.** It has a lot to do with whether the newspaper business is going to be a winner or loser in the years ahead.

No matter how creative the editors are, no matter how much linage the ad department sells, no matter how well circulation delivers it, if the production department doesn't compose it and print it right and print it better, we're going to be in bad shape, and some of us are going to be losers.

I travel a lot these days, and I read a lot of your papers. Some I find a bit hard to read. Too many are still badly printed. Too many are over-inked and smeared. Too many are under-inked and faded. Too many have uneven type and crooked make-up. Too many have black and white photos that look like mud and color photos that look like melted ice cream.

Some of the problems have to do with the vendors from whom we buy things like paper and ink. If they aren't doing right by us, then it's up to us to put pressure on them.

I learned about an interesting fellow at my newspaper last

Haiman is executive editor of the St. Petersburg (Fla.) Times and president of the Associated Press Managing Editors Association. This article is adapted from a presentation he made June 23 at the ANPA Production Management Conference in Dallas.

month. His name is Greg Vincent, and one of the things he does is test ink. We buy ink from four suppliers. Every time we get a load, Greg puts it through five tests. He tests it for mass and gives it a grind test, a bleach test, a bleed test and a water-retention test. If it's not right, we don't accept it. But more importantly, we feed those test results to our suppliers.

I asked our production manager how many other major newspapers in the country do all that testing—on every batch—and give the results to the ink companies so they can improve their quality. Not many, he said.

And I would say to the equipment manufacturers: We need your help if we are going to be winners. Is it really true that the most recent model of one of the most popular offset presses in this country prints color just a little less well than some of the earlier models? I heard that a few months ago. I hope it's not true.

* * *

Finally, we come to the department where I work, **news and editorial.**

The editors of this country have never been more alert to their responsibilities or more involved in ways to carry them out. The aftermath of Vietnam and Watergate gave many of us cause to wonder if the charges of arrogance and elitism and pugnaciousness that had been leveled against us might not be true. The tragedy of the Janet Cooke case—and other examples of sloppy reporting and editing—have resulted in a wave of reexamination which in my judgment has been not only healthy but successful.

Ten years ago, I knew editors who took a kind of perverse pride in the fact that they were business illiterates, with little or no understanding of the economics of publishing a newspaper—or for that matter, of running a country. Ten years ago, I heard editors all too often acknowledge that they weren't really interested in what the readers thought—that they were the editors and, by God, they would decide what readers ought to read.

Today, there are very few editors who resist understanding of the business side, and if you still have one at your paper, I suggest he will not hold his job for much longer. And he shouldn't. Today, the average editor is deeply involved in research into reader interests and desires, and the results are showing up in newspapers that are going to be winners.

There are more stories and sections designed to appeal to ordinary readers, and not just to the egos of reporters and editors. More than 200 newspapers have been redesigned in the last three years. More than 75 have started new regional zones to meet better the needs of readers in surrounding cities and suburbs. More than 300 have instituted writing programs to make what they write easier and more enjoyable to read.

But I still worry. I worry that we editors, while we are getting better, are not getting good enough fast enough. I worry that not enough of us are coming to work each day with the solemn oath: I will today come up with a number of ideas, some ideas, at least one idea, that is different, innovative, unconventional; that helps my readers understand something that seems difficult, foreign or far away; that involves my readers in the paper; that drives home the notion that my newspaper is determined every day to be fair, to present both sides, to be honest about the fact that we are not always perfect; that signals clearly that my staff will not take the easy way out but is willing to do it the hard way and the expensive way, if that is more useful to readers.

How many of your readers do you think really have an understanding of the geography of the Middle East? Is Lebanon as big as England? As small as Rhode Island? If a reader has no idea, can he have any understanding of what's going on there?

After the Israeli invasion of Lebanon, one young editor on our foreign desk got out some maps and thought he'd do some comparing. He found out that Lebanon is almost exactly the same size as the five counties of our main circulation area, and not all that different in shape, either. He got together with an artist, and we published a comparative map on the front page.

Is that something wonderful? No. But it is an example of how an editor who is willing to think and to try a little harder can make foreign news less foreign and the paper more relevant to its readers. A lot of ours called us up the next day to tell us so.

If you do print by offset and can offer the news department color, how well is your editor making use of that? If our newspapers have spent all that money to convert to offset and good color, and our editors do not fully exploit the opportunity, then whose fault is it if we end up losers, instead of winners?

How is your editor doing in the areas of accuracy, honesty and fairness? We probably never buried the corrections as far back in the paper as we've been accused of doing. But if your editor is not putting corrections on the front page, or on the first two or three pages of the paper, then he's not doing all he can to win the respect of readers.

The best editorial pages have guts, raise hell and make a lot of people unhappy. But they also ought to be fair and give voice to the opposing view. Smart editors are doing this by giving both the pro and the con arguments, and then putting their editorial position in the middle. How's your editor doing on that score?

* * *

There's no magic answer to these questions. There's nothing mysterious about it either.

The answer to whether print journalism will survive does not rest with the electronic alternatives we hear about. It rests with us and our willingness to achieve excellence, and thereby gain its invulnerability. Not only excellence in perfecting what we already do, but excellence in devising the new forms we must devise—in changing our current formats to make them fit future needs.

If classified advertising is to go on the tube, we must devise ways to make it *our* classified on the tube. If the stock tables are to go on videotex, we must find ways to use the new space we'll have to explain those stock tables.

I do not fear any of those smaller and smaller splits of narrow special interest that the cable people promise they will deliver on their 200 channels. If they succeed at that, and they may, they will destroy the bogeyman we have worried about for the last 20 years: broadcast television. That will leave us as the only mass medium left in our cities.

We can spook ourselves silly, worrying about what might happen, but I suggest we don't do it. If you and I will only once again demand excellence of our staffs, our colleagues and ourselves, we will have nothing to fear from the electronic world. If we do not, then we shall surely be losers, and we will have an opportunity to read all about it—in an electronic newspaper. ☐

J-schools awarded big grants

Two universities have been named recipients of large grants to establish memorials to the founders of newspaper organizations.

The Knight Foundation has awarded an endowment grant of $4 million to Stanford University. The grant, to be paid over a three-year period, will establish the John S. Knight Professional Journalism Fellowship Program. Knight, the founder of Knight Newspapers (which later merged with Ridder Publications to form Knight-Ridder Newspapers Inc.), died in 1981.

The new program will strengthen Stanford's 16-year-old program for mid-career journalists.

The other million-plus grant was a $1.5-million gift from Scripps-Howard Foundation to Ohio University.

A proposal to designate the university's school of journalism as The E.W. Scripps School of Journalism—in memory of the patriarch of the Scripps-Howard media organization—was approved by the university's trustees in late June.

A portion of the endowment will be used to develop architectural plans for the remodeling and expansion of a former library building to house the journalism school. The structure, now known as Carnegie Hall, will be renamed E.W. Scripps Hall.

Other recent newspaper-related grants included:

- The Gannett Foundation—$64,990 to the University of Oregon School of Journalism for a two-year study of journalism education leading to a new, model curriculum at Oregon
- The Gannett Foundation—$40,000 to the Washington Journalism Center to support further development of its program of conferences for journalists
- A.H. Belo Corp., parent company of The Dallas Morning News—$5,000 to the American Society of Newspaper Editors Foundation to aid ongoing projects. □

ANPA Foundation publishes guide to job recruiting

ANPA Foundation has published "Getting Together for Jobs in Journalism," a guide for journalism students, educators and employment recruiters.

The 50 recruiting ideas contained in the six-page pamphlet arose from the ANPA Foundation Conference for Professional Support of Journalism Education, held earlier this year.

The conference brought representatives of professional journalism organizations together with recruiters, educators and newly graduated journalism students to analyze the recruiting process [presstime, April 1982, p. 32].

The guide, free of charge, can be obtained from ANPA Foundation, The Newspaper Center, Reston, Va. □

Professor named dean at Missouri

Elmer W. Lower, professor at the University of Missouri School of Journalism, will become dean of the school for the 1982-83 school year.

The one-year appointment, effective Aug. 16, was made after the withdrawals of two candidates recommended by a search committee for the permanent deanship.

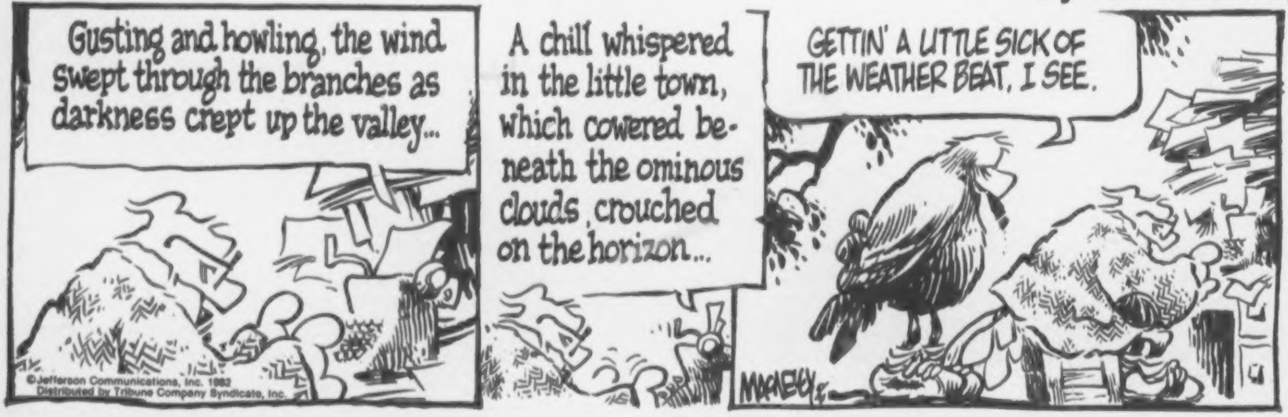
They were Edward P. Bassett, editor of the Statesman-Journal in Salem, Ore., former director of the School of Journalism at the University of Southern California and former dean of the School of Journalism at the University of Kansas; and Del Brinkman, current dean of the School of Journalism at the University of Kansas.

Lower, former president of ABC News, was a member of the search committee that turned to him following the withdrawals of Bassett and Brinkman.

Committee chairman Donald J. Brenner, associate dean for graduate studies and research, said the search for a permanent dean will resume in September. Brenner said it is not certain whether his committee or a newly constituted one will conduct the search.

The position of dean of the oldest journalism school in the nation is being vacated by Roy M. Fisher. He will become a faculty member after a one-year sabbatical [presstime, Dec. 1981, p. 26]. □

'Shoe' **By Jeff MacNelly**


Gusting and howling, the wind swept through the branches as darkness crept up the valley...
A chill whispered in the little town, which cowered beneath the ominous clouds, crouched on the horizon...
GETTIN' A LITTLE SICK OF THE WEATHER BEAT, I SEE.
©Jefferson Communications, Inc. 1982 Distributed by Tribune Company Syndicate, Inc.
MACNELLY

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Coupon verification service reports decline in participation

The Audit Bureau of Circulations' Coupon Distribution Verification Service is experiencing some defections.

The service, launched just over two years ago [presstime, June 1980, p. 26], is designed to curb misredemption of manufacturers' cents-off coupons.

So far this year, 12 newspapers, three advertisers and one coupon insert supplier have withdrawn from participation in the service, ABC Senior Vice President and Assistant Managing Director Howard W. Kutz told the recent annual sales conference of the International Circulation Managers Association (see story, p. 33). That left 113 newspapers, 18 advertisers, 22 ad agencies and three coupon insert suppliers participating.

After the ICMA conference in late June, two of the newspaper dropouts—both major-market papers—rejoined the service, ABC officials said.

"Newspapers are not necessarily aware of the interest in the program by coupon advertisers," said Robert W. Roberts, ABC vice president-marketing services.

"There is no doubt about the fact that the coupon advertisers support the program, are interested in it and are completely in favor of the newspapers' participation. In fact, if we do get a complaint from the advertisers, it is that all of the newspapers in the major markets do not participate," he said.

The cost of the approximately half-million-dollars-a-year program is split 50-50 by publishers and non-publishers (i.e., advertisers, ad agencies and coupon-insert suppliers).

In the case of newspapers, fees are based on circulation. For a daily paper below 250,000 circulation the cost is $2,000; between 250,000 and 500,000, $3,000; and more than 500,000, $4,000.

Roberts said he did not think economic factors played a major role in newspapers' decisions to drop out of the program.

However, the ABC's Kutz told the ICMA that economics has played a role in the defection of the advertisers.

"The advertisers felt that newspapers should pay all, or most, of the cost of the service. This is not an unreasonable request, given the advertisers' major financial commitment to the financing of the service's first two years," he said.

The 70-percent share of the program that non-publishers paid in the first year of the program was reduced to 50 percent in the second year. The service is undergoing constant review and additional adjustments may be made, Roberts said. □

Ad spending forecast lowered

The Newspaper Advertising Bureau has scaled back its prediction for total 1982 advertising expenditures in daily newspapers.

Early this year, the bureau projected a 12-percent increase for 1982. But at the late July sales conference of the International Newspaper Advertising and Marketing Executives, the bureau issued a revised projection of a 9-percent increase.

The revision followed NAB's release earlier in July of a report showing that advertising expenditures in daily newspapers rose 4.7 percent during the first quarter of 1982 compared to the same period in 1981. National led the way, with a gain of 8.9 percent. Retail expenditures climbed 6.3 percent, but classified spending dropped .2 percent—the first decrease since December 1980.

The comparative statistics are based on reports gathered by Media Records Inc. and on additional data gathered by NAB. The bureau's monthly statistics for 1982 have been unavailable because the organization is changing its method of gathering data and is setting up its own computer programs to report more accurately advertising expenditures in daily newspapers [presstime, Jan. 1982, p. 31].

When the new system is in place, the bureau hopes to be able to report advertising data regionally as well as nationally. There is no firm timetable for implementing the new system, but NAB officials say they expect it to begin sometime this fall.

NAB 1983 planbook offers ad data, hints, readership findings

The Newspaper Advertising Bureau is taking orders for its 1983 Newspaper Advertising Planbook. Newspapers wishing to order planbooks with their logos imprinted should do so by Aug. 15. NAB members will receive a sample copy of the book.

The bureau has published annual editions of the planbook for more than 30 years. Each year's book contains calendar pages listing major selling days.

The 1983 edition covers November 1982 through January 1984. It includes an overview of several research studies on newspaper readership, consumer buying habits, positioning and timing of ads, and creative variables that affect ad readership.

The book also lists new tables on the percentage of households buying specific apparel items month by month.

The planbook contains the latest U.S. and Canadian linage statistics for a wide range of merchandise, a four-step advertising budget plan, and co-op and classified advertising sections.

Cost is $3.25 per copy for the soft-cover version and $4.35 for hard-cover. Discounts are available for bulk orders. Imprinting adds 80 cents per copy, with a minimum order of 50 copies.

Order from NAB, 485 Lexington Ave., New York, N.Y. 10164. □

Arkansas papers to ask tax relief on preprints

Newspapers in Arkansas plan to seek legislative relief from a judicial ruling early this year that preprinted advertising inserts are not component parts of newspapers and are thus subject to the state's use tax.

The ruling by the Arkansas Supreme Court has not been applied to advertising supplements printed by a newspaper for its own insertion.

The case arose out of a state tax commissioner's attempt to collect taxes on K mart advertising supplements printed outside the state and inserted in several Arkansas newspapers. □

Papers fight soaring health-care costs

By Clark Newsom
presstime labor writer

For a lot of U.S. newspapers, finding ways to control the costs of providing health insurance for their employees is becoming almost as big an effort as getting the news out of city hall.

That's because newspapers, along with the business community in general, are feeling the effects of spiraling increases in health-care costs.

Total health-care expenditures in the United States rose to $247.2 billion, or 9.4 percent of the gross national product in 1980 (the last year for which figures are available), from $26.9 billion, or 5.4 percent of the GNP in 1960, according to the Health Insurance Association of America.

Mary Lou Maxie, senior assistant benefit consultant with Buck Consultants Inc. in New York City, notes that major U.S. corporations now spend more than $1,000 per employee per year on medical benefits.

Private insuring organizations in the United States paid $70 billion in health insurance benefits in 1980, a 17.8-percent increase over 1979 and four times the amount paid 10 years earlier. Those organizations took in $77.7 billion in health-care premiums in 1980, but, according to the Health Insurance Association of America, costs in addition to the benefits paid out left the organizations with a net loss of more than $1 billion both in 1980 and 1981. To make this up, of course, premiums rose again this year.

One newspaper company that swung into action after a 32-percent increase in the cost of group health insurance premiums last year is Florida Publishing Co., publisher of The Florida Times-Union and Jacksonville Journal.

Bobby G. Reid, director of personnel and industrial relations, says the increase was held to 18 percent this year—the lowest figure in the past five years.

The Jacksonville papers have:

- Instituted a second medical opinion policy
- Increased the deductible from $100 to $150
- Separated the cost of prescriptions and put in a $50 deductible for these costs
- Reviewed the cost of health care in quarterly meetings with employees
- Encouraged employees to check into the hospital on Monday, rather than Friday or Saturday.

"The key to containing hospital care costs is to make employees aware of the problem and get them involved," Reid says. As another example, he notes that an employee can ask a doctor for a pre-admission physical—at company expense—in the doctor's office 48 hours prior to entering the hospital. This can cut the hospital stay by a day or more.

A company also can encourage physical fitness on the part of employees, which has a positive effect on health-care costs [presstime, June 1982, p. 34]. The Jacksonville papers pay half the cost of YMCA physical fitness programs for employees.

Reid serves on a health-care coalition committee in Jacksonville made up of representatives from private industry, hospitals, insurance companies and the local medical society. The committee studies methods of containing health care costs while retaining the quality of care.

He says it is "a frustrating experience." The way it is now, the providers of medical care determine the extent and the cost of the treatment, and Reid says "the bottom line" is going to require the private sector to put pressure on hospitals and physicians to control costs.

Forward-looking employers are getting involved with the medical providers, according to Frank E. Finkenberg, an actu-

Tackling mountain of insurance claim files at Indianapolis Newspapers Inc. are (from left) Lynn E. Albrecht, Martine Thibo and Shirley A. Bales.

ary with Buck Consultants. But before they do, he says they should know how their health-care dollars are being spent now, the medical histories of their employees and dependents, and the average cost of certain medical procedures.

"There is a lot of confusion about what cost containment really means," says Finkenberg. He notes it can mean either shifting or holding down costs.

One newspaper executive involved with the medical profession in trying to contain costs is Robert D. Fairchild, business manager of The Spokesman-Review and Spokane (Wash.) Daily Chronicle. He is a director of the Medical Service Corp. of Eastern Washington, the organization that insures the company's employees and sets fees agreed to by physicians. And he is a member of the local Hospital Cost Containment Commission, made up of private employers, doctors, hospital administrators and insurance company representatives. The commission studies such matters as whether hospital expansion is necessary and what impact the cost of borrowing money will have on insurance rates.

In what Fairchild says was a successful effort to get employees involved in holding down costs, the Spokane papers' 750 insured employees were invited to meetings where a doctor explained how to use a book titled "Take Care of Yourself—A Consumer's Guide to Medical Care." A copy was provided free to each employee attending.

George H. Carey, personnel manager of the Sacramento, Calif.-based McClatchy Newspapers, recently joined the Health Care Roundtable of Greater Sacramento, an association of employers that meets monthly. He also attends periodic meetings of the Sacramento County Medical Society, a practice that gives employers an opportunity to discuss these issues with doctors.

The self-insured option. Some newspapers are looking at self-insurance as a means of getting a handle on group medical expenses.

The Chicago Tribune has been self-insured since 1975 and pays on a claim-by-claim basis out of a trust. It has a "stop-loss" policy with an insurance company—that is, the newspaper assumes risks up to a certain level; beyond that, the insurance company picks up the coverage.

Ronald J. Musil, the Tribune's personnel manager, says that even though the company's health-care costs have not been accelerating at the rate of other companies, his department is "in the initial stages" of developing a comprehensive cost-control plan.

The Alexandria (La.) Daily Town Talk went into a self-insurance plan with a stop-loss policy this year. "We now know exactly what we're paying for health care," says A.N. Dawson Jr., director of personnel and employee relations.

Elmer C. May, employee relations manager of The Houston Post, says his newspaper is "taking a look" at self-insurance.

But whether a newspaper goes outside for health insurance or chooses the self-insured option, it is important for employer and employee to check carefully all medical bills, says Reid of the Jacksonville papers. Consultant Maxie reports that "the vast majority of unnecessary medical benefit costs result from mistakes."

"Our best cost-control factor is a staff of three people who scrutinize and challenge medical bills," says Kenneth R. Kleinschmidt, personnel director of The Indianapolis Star and News. "They know the employees, the medical business, the hospitals and the doctors."

Even so, insurance claims at the papers in 1981 topped $2 million for the first time. The company's self-administered group insurance plan operates on a "cost plus" basis with Continental Assurance Co. of Chicago. That means every month the newspapers pay Continental the actual dollar amount of the claims paid that month, plus a fee to the insurance company for various services and supplies.

Here's how costs have increased since the company's health-care plan began:

1950—$58,000
1959—$165,000
1969—$526,000
1974—$1,020,000
1977—$1,517,000
1979—$1,525,000
1981—$2,048,000

The plan in Indianapolis covers about 1,600 employees, plus about 3,400 spouses and dependents. It has been noncontributory since 1969, when major medical was added. A self-insured dental plan was added this year. Health insurance costs to the company represent about 7 percent of an employee's fringe benefits.

Gannett Co. Inc. is exploring several ways that its newspaper, broadcasting and outdoor advertising groups can improve their individual policies with insurance carriers, according to Jacqueline D. Dienstag, corporate manager of employee benefits. These include a requirement that the carrier audit hospital bills—especially those in excess of $7,500, a provision for second opinions, reimbursement of prescriptions for generic drugs at a higher rate than those for brand names and having pre-admission testing outside the hospital covered in full.

Michael J. Valenti, compensation and benefits manager at the Los Angeles Times, says his newspaper had a "substantial" increase last year in the amount it cost to insure the paper's more than 5,000 employees.

He said a record $6,779,001 in health-care benefits was paid to Times employees and retirees and their dependents last year. The total for 1980 was $5,274,093.

The Times has stepped up its monitoring of hospital claims for accuracy and in some cases may call for an outside audit. A plan is under way to get the disability income insurance program, which Valenti says costs "in the neighborhood" of $1 million a year, into a computer so that it would flag any employee on disability leave who is off more than the normal amount of time.

"These are just the first steps in a true health-cost containment program," he says. ☐

Paper ordered to bargain with adult carriers' union

A federal appeals court has ruled that a suburban St. Louis free-circulation weekly must comply with an NLRB order to bargain with a union over an initial labor agreement covering 14 adult carriers.

The St. Charles (Mo.) Journal had appealed to the 8th U.S. Circuit Court of Appeals the board's order to bargain with Local 610 of the Teamsters, contending that the carriers were independent contractors [presstime, Dec. 1981, p. 39].

The court said it would not overturn the board's decision because there was "substantial evidence" that the carriers are employees.

(St. Charles Journal Inc. v. NLRB, USCA8 No. 81-2089) ☐

Weekly's staff ruled not part of bargaining unit

A regional director of the National Labor Relations Board has ruled that employees involved in putting out a zoned weekly established by The Sacramento (Calif.) Bee are not automatically part of an existing Bee bargaining unit.

The decision of Regional Director Robert H. Miller has significance for publishers considering a new publication. It came on a "unit clarification" petition filed by the Bee after Local 92 of The Newspaper Guild claimed it represented the weekly's 11 employees.

The union is appealing Miller's decision.

The advertising, editorial and production offices of the weekly—a tabloid named "Neighbors"—are about 18 miles from the Bee's plant.

Neighbors is printed on the Bee's presses, with the weekly charged for the costs of printing and distribution.

In contending that the weekly's employees were an "accretion" to its unit, the union argued that Neighbors functioned just like any department of the Bee. It analogized Neighbors to the Bee's state capital bureau, which is 15 blocks from the main office.

Miller noted that many factors are weighed by the NLRB in determining whether a new group of employees constitutes an accretion to an existing bargaining unit.

"While the board wants to maintain stability in bargaining relationships," he said, "it also has an obligation to assure employees the right to choose their own bargaining representative. Thus, if the employees in question can constitute a separate unit, the board affords them the opportunity to participate in the representation process. Rather than being absorbed by a unit they had no part in choosing, they can vote by secret ballot whether they wish to be represented by the same union as the other employees, by a different union, or by no union at all."

In ruling against the union, Miller said it was "significant" that the offices of Neighbors and the Bee were miles apart, that the two groups of employees had separate supervision and were paid differently, that there had been no interchange or transfer of employees between the two papers, and that nearly all of the weekly's employees had been hired to work for that publication.

(McClatchy Newspapers and Central California Newspaper Guild, Case No. 20-UC-205) ☐

NLRB judge finds Guild local erred in enforcing rule

An NLRB administrative law judge has found that Local 82 of The Newspaper Guild committed an unfair labor practice while trying to enforce a union-security clause in its labor agreement with The Seattle Times.

The clause conditions employment on membership in the union.

The case arose when Tonya S. King, an advertising department employee, sent a letter to the union requesting that her "full membership" be changed to a "financial core" status. The term comes from a 1963 U.S. Supreme Court decision holding that union membership may be "whittled down to its financial core" and that employees may not be discharged for nonmembership so long as they pay the periodic dues and initiation fees required of regular members.

King was told by a union representative that if her request was granted, it would be treated as a resignation from the union and that she would be subject to discharge under the union-security clause.

She filed charges with the NLRB, and Judge Richard J. Boyce found that the union could not lawfully demand her discharge "whether or not its internal rules countenance the financial-core concept"—provided that she in fact stayed abreast of her monetary obligation.

He said the union misrepresented King's rights under the Taft-Hartley Act "in a way likely to restrain her exercise of them."

The judge recommended that the union be ordered to stop the unlawful conduct and to post a notice to members stating it will not restrain or coerce employees of the Times in the exercise of their rights under the act.

The union did not appeal Boyce's decision to the board and posted the notice July 6.

(Pacific Northwest Newspaper Guild Local 82 and King, JD-[SF]-156-82) ☐

NLRB elections

Augusta (Maine) Kennebec Journal, ITU: Composing room, pressroom, mailroom and building maintenance employees voted 33-6 in favor of representation by Waterville Typographical Union No. 643.

(NLRB Case No. 1-RC-17661)

Bradford (Pa.) Era, ITU: Typographical Union No. 185 was unable to obtain the required majority vote from newsroom employees to be certified as their bargaining representative. The vote was 6-6.

(NLRB Case No. 6-RC-9246)

Hopewell (Va.) News, ITU: Production employees voted 7-0 against further representation by Typographical Union No. 26 in a decertification election.

(NLRB Case No. 5-RD-777)

Trenton (N.J.) Times, Teamsters: Mailroom employees voted 25-0 to decertify Local 628 of the Teamsters as their bargaining agent. The union waged an unsuccessful strike against the newspaper in 1980 over an initial contract for the mailers [presstime, Jan. 1981, p. 40].

(NLRB Case No. 22-RD-686)

Vallejo (Calif.) Times-Herald, GAIU: Camera department employees voted 3-0 against further representation by Local 280 of the Graphic Arts International Union. The union was one of five that struck the newspaper in 1978.

(NLRB Case No. 20-RM-2391)

Lawsuit challenges provisions of multiemployer pension act

The Washington Star Co. has filed suit in U.S. District Court challenging the constitutionality of the withdrawal-liability provisions of the Multiemployer Pension Plan Amendments Act of 1980.

A multiemployer pension plan is one to which two or more employers contribute under collective bargaining agreements. The act requires a company withdrawing from a negotiated plan to bear a pro rata share of the plan's unfunded vested liabilities [presstime, March 1982, p. 10].

The Star was contributing to the International Typographical Union Negotiated Pension Plan until last August when the parent firm, Time Inc., folded the newspaper. The plan's administrators claim the company owes $485,007 in withdrawal liability.

The suit argues that by permitting withdrawal liability of one employer to pay for the benefits of employees of other companies belonging to the plan, the withdrawal-liability provisions of the act constitute "a taking of property" without due process of law and without fair compensation in violation of the Fifth Amendment to the Constitution.

The company also contends that the provisions of the act by which the pension fund calculates an employer's withdrawal liability, subject to arbitration at the request of the employer, violate the procedural due process guaranteed by the Fifth Amendment and the right to a jury trial under the Seventh Amendment.

On June 24, U.S. District Judge June L. Green in Washington, D.C., denied the company's motion for a preliminary injunction that would have relieved it of making scheduled quarterly payments of its assessed withdrawal liability. At the same time, she scheduled a hearing Oct. 19 on the company's request for a permanent injunction.

(The Washington Star Co. v. ITU Negotiated Pension Plan, USDC DC CA No. 82-1568) ☐

Court dismisses suit against Mailers' local

A Washington State Superior Court judge has dismissed a suit brought by a mailer at The Spokesman-Review and Spokane (Wash.) Daily Chronicle against his union.

The mailer, Jeffrey S. McCash, charged that Mailers' Union No. 91 had failed to represent him adequately when it refused to arbitrate his grievances against the newspapers.

In 1979, McCash had been discharged and barred from reemployment for 90 days for failing to keep his foreman informed about his recuperation progress following a hernia operation. A grievance was filed, and at a meeting between company and union officials there was unanimous agreement to uphold the punishment.

McCash filed a suit against the union, and the company was joined as a necessary party.

A year later, before his suit was heard, McCash again had surgery and failed to keep the company informed about his progress. He was fired again, with a permanent bar to future employment. The union filed a grievance, but after several meetings agreed with the company on the discharge penalty.

A second suit was filed and the court consolidated the two actions.

Judge George T. Shields found the union did not act "in a perfunctory or arbitrary way." He also found no evidence of either discrimination or "bad faith."

He ruled that the union "fairly represented the employee in these labor grievances, both in a meeting of the good-faith test on an objective basis, and in a manner which was intrinsically fair."

Shields' decision was not appealed.

(McCash v. Cowles Publishing Co. and Spokane Mailers Union No. 91, No. 79-2-07478-5) ☐

Appellate court overturns decision absolving union

The 9th U.S. Circuit Court of Appeals has overturned a decision of the National Labor Relations Board that absolved a pressmen's union of charges of failing to represent adequately two of its members at the San Francisco Newspaper Agency.

The board had reversed an administrative law judge's finding that Web Pressmen and Platemakers' Union No. 4 violated the Taft-Hartley Act when it decided not to arbitrate a grievance over the discharge of the two pressmen, Michael Tenorio and Gil Fowler [presstime, June 1980, p. 42].

The court ruled 2-1 that the union had "breached its duty of fair representation."

"We cannot conscientiously find that substantial evidence supports the board's finding," the court said.

It found that union representatives had failed to interview Tenorio and Fowler to get their side of an incident in which a union official was allegedly threatened by the two men. The union's investigation was "grossly inadequate" and showed "a reckless disregard" for their rights, the court said.

The case was remanded to the NLRB for further proceedings.

Meanwhile, the union and the agency—which performs noneditorial functions for the San Francisco Chronicle and the San Francisco Examiner—are awaiting an arbitrator's decision in a dispute over the agency's refusal to hire Tenorio after he was referred for work by the union.

Also pending is a suit filed by Tenorio and Fowler seeking $6 million in damages from the agency, its former industrial relations director and a union official [presstime, June 1981, p. 44].

(Tenorio and Fowler v. NLRB, USCA9 No. 80-7648) ☐

Recent contract settlements

Buffalo (N.Y.) Evening News, GAIU: Three-year agreement covering photoengravers and job-shop press operators retroactive to Aug. 22, 1981.

Toronto Globe and Mail, IPGCU: Two-year agreement covering pressmen and paper handlers retroactive to Jan. 1, 1982.

(Details in ANPA Labor & Personnel Relations Letter Vol. 3, No. 7, July 1982.)

Managing human resources focal point of NPRA meeting

"Human resources management and profitability are not mutually exclusive," Frank A. Blethen, vice president, sales and marketing of The Seattle Times, told the Newspaper Personnel Relations Association's 34th annual conference in Seattle.

"The operating manager who ignores the people aspects in favor of short-term profitability is ultimately doing a disservice to his or her company," he said in the conference's keynote address. "Conversely, the personnel manager who ignores profitability in favor of the short-term 'people' aspects is also doing a disservice to his or her company. And worse, both are doing a disservice to the employees."

Blethen challenged the audience of human resources professionals to "make yourself accountable, even if nobody else is making you accountable."

NEWSPAPER
Personnel Relations
ASSOCIATION

Outgoing president Banman displays old NPRA newsletters that addressed some of the issues discussed in Seattle. Newly elected president Diane S. Large, personnel director of USA TODAY, looks on.

NPRA President James G. Banman, personnel director of The Denver Post, said in his welcoming address that of the three productivity factors in business—the human resource, the capital resource and the physical resource—only the human resource "can synergize—that is, produce a result greater than the sum of its parts. It is the only resource with a capacity to produce whose upper limits cannot be defined."

He expressed concern that the newspaper business seems to be far more dedicated to managing money, monitoring newsprint inventories and selecting new equipment than to managing people.

Banman posed these questions to the conference attendees:

- "Are we in newspaper human resources ourselves productive?
- "Is what we do helping employees do the job they are being paid for, or does it hamper them?
- "Are we as capable as we would like to be and as responsive as we ought to be in responding to change?"

The NPRA president pointed out that "anyone can manage in prosperity. The true test of our skill is managing in adversity."

The June 27-30 conference's general sessions addressed such topics as productivity, Japanese personnel practices, sexual harassment, salary administration, handling reductions and rearrangements in the work force, and ways employees and management can work together for greater productivity.

Roy W. Anderson, ANPA vice president/human resources, provided an overview of preliminary results of a personnel information survey conducted by the ANPA Labor and Personnel Relations Department [presstime, Dec. 1981, p. 44].

The survey report indicated that many newspapers have developed successful personnel programs in the areas of employee communications, performance appraisals, benefits and training that may be useful to other papers.

Strike ends as employees decertify ITU

A strike that began more than a year ago at the Covington (Va.) Virginian ended last month when the daily's present employees voted 21-0 in an NLRB election to oust the International Typographical Union.

The Virginian in 1974 became one of the first U.S. dailies to be organized by a union from "front door to back door."

Roanoke Typographical Union No. 60 struck the small, family owned daily on April 16, 1981, over the terms of a new contract to replace one that expired Aug. 31, 1978 [presstime, June 1981, p. 45].

The Virginian hired permanent replacements for the striking employees and did not miss an edition during the strike.

On the day of the walkout, the strikers, with financial help from the international union, began publishing a tabloid strike paper called The Pioneer. July 18 marked the last edition of the thrice-weekly, free-distribution paper.

The Virginian's circulation was 9,058 when the strike began, according to the Audit Bureau of Circulations. The ABC figure for the six months ended March 31, 1982, was 7,655.

The ballots of 15 of the strikers who voted in the July 2 election were challenged by the employees who had filed a petition with the NLRB for the decertification election.

Such ballots are not counted unless there are enough of them to alter the outcome of the election.

The union stopped picketing the newspaper after the election results were announced.

Virginian Editor and General Manager Horton P. Beirne, whose family has owned the paper since 1914, said he was very pleased by the outcome.

The ITU international representative involved in the strike was on vacation at press time and could not be reached for comment.

New York Daily News makes progress in union talks; layoffs hit other papers. See stories, p. 44.

Circulation management changes dominate ICMA conference talk

The focus was on the future at the International Circulation Managers Association's 83rd annual sales conferences, as circulation executives grappled with how to react to—and anticipate—change in an already complex field.

Presentations covered virtually every aspect of circulation, from electronic delivery of news to apartment deliveries to carrier retention. Among the highlights were:

- Leo Bogart, executive vice president and general manager of the Newspaper Advertising Bureau, observed that circulation management is shifting from the handling of a physical product to the handling of information. A still unsettled question is whether circulation departments should concentrate on saving as much money as possible or on delivering a maximum number of readers.
- Melvin Tinney, manager of cable publishing ventures for American Television Communications, a cable operating company, reported on a recent survey in Eau Claire, Wis., where the Leader-Telegram (evening, 33,886) has had an electronic edition for more than a year.

The survey found 83 percent of all cable subscribers scan the electronic edition; the average time spent with it is 15 minutes.

Participating in a panel discussion on competition between newspapers and cable systems, Tinney said other surveys indicate that the success of electronic newspapers depends on the level of support given by the parent newspaper.

- Allan Walton, circulation operations manager for the Tulsa (Okla.) Daily World (morning, circulation 130,268) and The Tulsa Tribune (evening, 75,769), described how demands from three major preprint advertisers led his papers to set up a total-market-coverage program, with direct mail to nonsubscribers.

"If you have heard of these problems but feel your market is immune . . . it is not. If you have put off developing such a program, as we had, you may already be in trouble," Walton said.

The newspaper succeeded in creating the capability to provide TMC by carrier or by mail in 32 ZIP Code areas selected by advertisers from the newspapers' retail trading zone. But the program, which allows advertisers the option of ignoring suburban zones, leaves unresolved issues.

"Does this mean the newspaper of the future will be limited primarily to its city zone and very immediate trade zone? If our advertisers no longer wish to communicate with our readers outside of our city zones, will our publishers continue to bear the expense associated with this outside circulation?" Walton asked.

- Harry Coggins, vice president and circulation director of The Greenville (S.C.) News (morning, 84,298) and Greenville Piedmont (evening, 23,746) gave a detailed presentation on how to provide alternate delivery. He also said the decision on whether to offer TMC through an alternate carrier force or mail depends on a newspaper's individual market.
- Representatives of The Dallas Morning News (morning, 308,649) and The Commercial Appeal (morning, 202,272) and Memphis (Tenn.) Press-Scimitar (evening, 90,581) described how they increased apartment and condominium sales and penetration.

In Dallas, separate districts and zones were created for independent contractors who focused exclusively on apartments.

In Memphis, a specialized apartment-condominium staff works with property managers and real estate agents as well as directing sales, carrier and service.

- The Newspaper Advertising Bureau released the results of a study it conducted for the Newspaper Readership Project that found the content of the front page is not a critical factor in single-copy sales.

The three-city study found single-copy sales account for 23 percent of all weekday circulation. Most such purchases are planned, and 80 percent of the single-copy buyers take their copies home. When single-copy buyers' regular suppliers are sold out, 20 percent skip their purchases.

Howard Kutz

John Hayes

John Hayes, circulation director of the El Paso (Texas) Times (morning, 57,070) and Herald-Post (evening, 32,535), discussed a radio campaign, aimed at the 14-35 age group, highlighting the papers' Friday sections on entertainment and weekend activities. After 13 weeks, both newspapers registered gains on Friday sales and the Herald-Post maintained the gains over time.

Thomas Knowles, circulation director of The Tennessean (morning, 127,296) and Nashville Banner (evening, 74,235), reported that his papers' newsrack and newsstand sales increased—despite price increases—following establishment of a single-copy task force, computerization and appointment of a single-copy sales manager.

- Franklin Atkinson, circulation director of the Denton (Texas) Record-Chronicle (evening, 14,810), described how his newspaper successfully computerized its four-employee circulation department.

In other developments at the June 20-24 conference in New York City, circulation executives were urged to approach their publishers again to solicit support for the Empire State University project to offer a degree in circulation management [presstime, May, 1982, p. 49].

While circulation associations and the university have generated more than $100,000 in contributions, requests to individual publishers have attracted little funding, it was reported. Publishers have been asked to pledge $300 per year for three years.

Project Director Scott Chisholm reported that the project needs $25,000 more.

Audit Bureau of Circulations Vice President Howard Kutz reported that a task force of the bureau's Newspaper Committee will explore ways of making ABC reports more useful for both buyers and sellers of newspaper advertising.

Newspapers have in recent months complained of ABC rules on counting bulk sales. Many newspapers are seeing a growth in bulk sales, which are not permitted to be counted as paid circulation. ☐

Computer-to-plate era will begin in Utica

By Tom Walker
presstime technical writer

After years of discussion and waiting, the newspaper business should know in a year whether the first computer-to-plate system is a success or failure.

The Daily Press (morning, circulation 29,211) and The Observer-Dispatch (evening, 37,455) of Utica, N.Y., have contracted with the EOCOM and Hastech corporations for a $1.7-million-to-$2-million system that the newspapers' production director says he is confident will work [presstime, July 1982, p. 7].

"We realize that we are buying the original hard-rubber-tire truck. But that hard-rubber-tire truck was functional. We have no doubts that we are going to meet our schedule. We expect problems, but we'll deal with them one at a time," says Production Director Charles J. P. Gallagher.

That schedule calls for 50 percent of the newspaper to be handled through the system by the first of the year, and the remainder by next May.

In a computer-to-plate system there is no need for composing room personnel, and the newspapers' 25 staffers will no longer have a job in composing. But that doesn't mean they won't have a job at the newspaper.

According to Gallagher, composing room workers are being offered several options.

They may be placed in other departments at the newspaper when positions become available. Termination pay will be available to those wishing to leave the newspaper to accept another position, and employees 55 years or older may retire early, receiving supplemental payments until age 65. No new positions will be created for those being displaced.

Gallagher notes that in addition to the personnel reduction, savings estimated at $100,000 in materials are expected.

Page film ($2 a page) and typesetter film (28 cents a foot) will be eliminated, he notes, adding that although plate costs will increase because more expensive plates will be used, "the overall savings will be enormous."

He would not be specific about payback time, saying only that it will take "several years."

Time savings also will be apparent, Gallagher says, allowing deadlines to be moved up in both editorial and advertising. "Now for the afternoon paper there is 45 minutes between the last editorial story going through processing to the start of the press. On the a.m., it is one hour." With the new system "it will take eight minutes maximum, possibly less."

He adds that the picture deadline—currently much earlier than the news copy deadline—will be moved up even more.

The newspapers have been looking into computer-to-plate systems for four years, Gallagher says, and they have worked closely with manufacturers to let them know exactly what is needed.

To obtain the system, the newspapers had to convince the parent corporation, Gannett Co. Inc., they could make it work. Gallagher says Gannett was brought into the picture in the beginning, and "at first they were understanding and tolerant, and then they became very supportive."

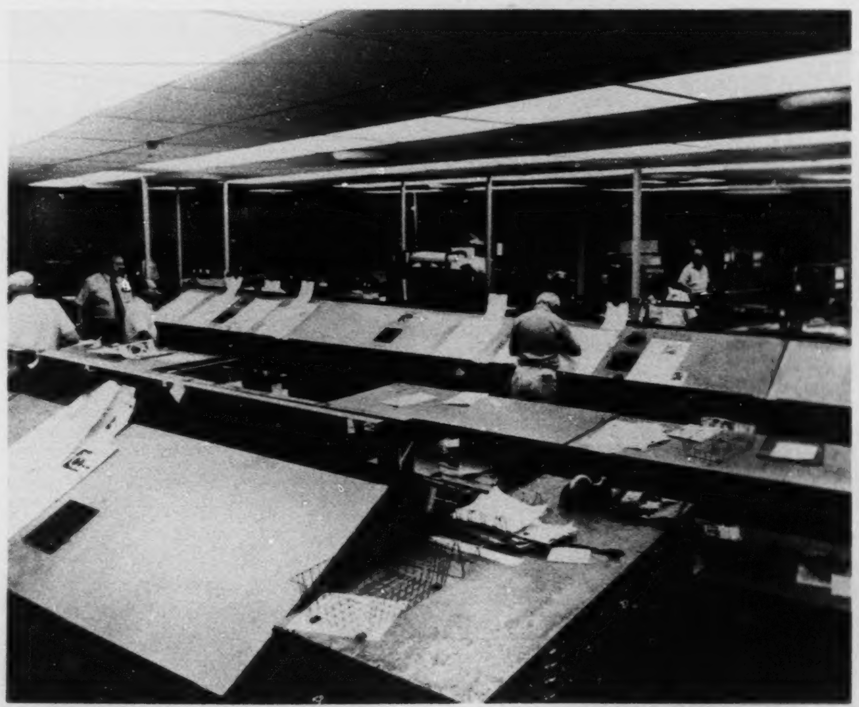
Edward N. Baron, Gannett's manager/systems and training of the corporate Production Department, says corporation executives felt that the newspaper officials understood the individual elements of the system. But because it was a new system, the executives needed more convincing than usual.

Now other Gannett newspapers are looking at the system, Baron says.

He notes that the company "is not big on speculative hardware projects. We don't fund demonstration projects as a rule. We are not doing research and development."

Gannett is following the development of the system at Utica and is waiting to see if it will work satisfactorily. "We won't know if we've done the right thing until this time next year," Baron says.

Gannett also pioneered the pagination era in newspapers when it purchased the Hastech system for its Westchester Rockland Newspapers Inc., also in New York [presstime, July 1982, p. 12].



The composing room at the Daily Press and Observer-Dispatch will be eliminated when the computer-to-plate system is operational.

To make sure that the computer-to-plate system works satisfactorily, Gallagher says much emphasis is being given to training.

"Lead people" will be sent to the manufacturers for training and then will return to the newspapers to train others. The manufacturers also will send trainers directly to the newspapers.

The system will include three Hastech HS58 host computers; 11 pagination terminals including six PagePro editorial terminals, four AdPro advertising terminals and a GraphPro graphics terminal, all manufactured by Hastech; an Autokon camera with a Digital Equipment Corp. 1134 computer; and two EOCOM laserite laser platemakers.

In addition, Gallagher says, the newspapers will incorporate ANPA's Layout-80™ interactive ad-dummying software into the system. ☐

EOCOM
CORPORATION

HASTECH

Equipment allows ANPA/RI to test newspaper waste water

The ANPA Research Institute has purchased equipment to analyze a newspaper's waste water and help the newspaper comply with local effluent standards.

Most municipalities have ordinances or regulations that specify a maximum allowable amount of elements that are discharged from a plant into drainage systems.

For example, if a newspaper is using copper plates and dumps waste down the drainage, it would be in violation if the amount of copper in the water exceeds the prescribed limit—typically one part copper to one million parts water, according to Veronica Egner, ANPA/RI technical specialist.

Many times, the condition of a newspaper's drainage pipes is a contributing factor, Egner said. Corrosion in old drainage pipes can be rubbed off by water running through the pipes, thus adding to the copper content. Flushing out the pipes or replacing old pipes with new ones often can eliminate that aspect of the problem, Egner said.

Another method of combating the problem, she said, is to install a waste water treatment apparatus to cleanse the water before depositing it into the drainage system. The cost of such a system depends on the size necessary for a particular newspaper.

ANPA/RI personnel now are able to visit a newspaper to determine which pieces of equipment are contributing to the problem, ascertain the extent of the problem, and, after testing samples at the Easton, Pa., research facility, determine what can be done to bring the newspaper into compliance.

The tests using the new equipment include:

- The alkalinity or acidity of the water is tested using a ph meter purchased recently for $350.
- The amount of oxygen available in the water to support life is gauged by using a BOD, or biochemical oxygen demand, test using a meter purchased for $1,800.
- How much oxygen will be removed from the water by chemicals is tested using a COD, or chemical oxygen demand, meter purchased for $600.
- The amount of heavy metals being sloughed off in the waste water is determined by using an atomic absorption spectrophotometer that was added to the Institute's equipment supplies last year [presstime, April 1981, p. 40].

Egner said the testing and writing of a report based on the testing takes about three weeks. ☐

Egner tests water sample using atomic absorption spectrophotometer.

NYT to test Xerox pre-pagination system

The New York Times will test a one-of-its-kind experimental text-editing and layout system being developed by the Xerox Corp.

The system is "one of the first steps leading toward what we would hope would turn out to be a pagination system," said Times Director of Prepress Operations Joseph B. Martin.

Testing of the system, which will be delivered in the fall, is expected to be completed in early 1983, according to a Xerox spokesman.

Martin said the system will be tied in with the paper's Harris 2540 editorial front-end system and will provide electronic positioning of text in page form.

The system will have the capability of providing full-page make-up on the Times' Harris VDTs with the exception of graphics and halftones, which will have to be stripped into place prior to platemaking, Martin said.

It will be up to the Times to decide after the experiment whether to keep the system, said Barry P. Sulpor of the Xerox Corporate Affairs Department in El Segundo, Calif.

Xerox said if the system proves successful at The Times, it may be marketed throughout the newspaper business.

Labor contracts agreed to at 12 newsprint mills

Members of the Canadian Paperworkers Union and the Eastern Canadian Newsprint (bargaining) Group have reached a tentative agreement on a new two-year contract along the lines of an earlier agreement with Abitibi-Price Inc. [presstime, July 1982, p. 53].

Four Quebec mills are in the bargaining group: Domtar Newsprint Inc.'s Dolbeau mill; James Maclaren Co. Ltd.'s Buckingham mill; Reed Paper Ltd.'s Quebec City mill; and the Quebec North Shore Paper Co.'s Baie Comeau mill.

CPU members also have ratified new two-year contracts with CIP Inc. covering three other newsprint mills—at Dalhousie, New Brunswick, and at Gatineau and Trois-Rivieres, Quebec.

The CPU contracts call for wage increases of 12 percent in the first year and 10 percent in the second.

Another union, the Confederation of National Trade Unions, tentatively reached a similar agreement with Consolidated-Bathurst Inc. at its Ville de la Baie, Quebec, newsprint mill.

CNTU members also ratified new contracts at Abitibi-Price's Kenogami and Alma, Quebec, newsprint mills.

These two-year pacts include pay hikes of 11.25 percent in the first year and 10.1 percent in the second.

Members of a third union, the United Paperworkers International Union, ratified a new two-year contract at Abitibi-Price's Pine Falls, Manitoba, newsprint mill. The wage package was the same as in the CPU-Abitibi contracts.

Meanwhile, in the United States, members of the UPIU at Inland Empire Paper Co.'s Millwood, Wash., newsprint mill ratified a new two-year contract providing wage increases of 6.5 percent in the first year and 6 percent in the second.

The UPIU also is negotiating with Great Northern Paper's East Millinocket, Maine, mill, where its contract expired at the end of July, and with Mainistique Paper Inc.'s Manistique, Mich., mill, where its contract expired June 16. ☐

FIEJ submits proposal for kenaf research funds

FIEJ, the International Federation of Newspaper Publishers, has submitted to a UNESCO-sponsored agency a proposal for further research into the use of the fibrous plant kenaf as a source of pulp for newsprint [presstime, July 1982, p. 52].

Requested were $200,000 to conduct the research and $15,000 to carry out information and educational activities in support of kenaf development.

In an accompanying letter, FIEJ Director Maribel Bahia said the proposal to the International Program for Development of Communications should be considered a draft. FIEJ will work with UNESCO and interested UNESCO member nations to "enhance and strengthen" it, she said.

Among the items still to be resolved are the nature and location of specific research projects to be undertaken.

The IPDC's Intergovernmental Council will meet in December to consider proposals.

New newsprint quality report produced

Copies of "Newsprint Properties Analyzed," which reports on the quality of newsprint delivered to newspapers in 1981, will be distributed to member newspapers this month.

The report is prepared annually by specialists at the ANPA Research Institute in Easton, Pa., and indicates quality variations in newsprint from 57 mills.

Tests were run on some 1,700 samples of newsprint sent to the Institute by member newspapers, according to Doris E. Kleintop, supervisor of the Materials Testing Service.

Charts showing caliper, brightness and tear qualities are included in the report.

Kleintop said that beginning in 1981, the so-called Larocque printability test for print contrast ratio [presstime, April 1981, p. 55], was conducted on samples provided by newspapers using letterpress newsprint only.

Another change in 1981, Kleintop said, was the inclusion of the TAPPI, or Technical Association of the Pulp and Paper Industry, brightness test results on the report charts.

The report shows the average industry quality, the individual mill average quality and the preferred quality levels. ☐

Newsprint notes

British Columbia Forest Products Ltd. has received government approval to build a **175,000-metric-tons-a-year newsprint mill** near Whitecourt in northwestern Alberta.

The start of construction of the $165-million mill is being delayed until late 1983 because of economic conditions. Completion is expected in early 1986.

Elsewhere in Alberta, a sawmill will be constructed at Hurdy.

• • •

Construction of a **160,000-metric-tons-a-year newsprint mill at** Matane, Quebec, could begin this fall and be completed within two years, according to Rexfor, the Quebec government's forest products company.

The project is a joint venture of Rexfor and F.F. Soucy Inc. Federal and provincial governments are expected to decide shortly on granting an estimated $50 million toward the $235 million project.

A Rexfor executive said the mill will sell 95 percent of its newsprint in overseas markets, particularly Europe and South America [presstime, Jan., p. 41].

• • •

Economic conditions have lead to these recent actions by papermakers:

Consolidated-Bathurst Inc. announced it was **closing its mills** at Shawinigan, Trois-Rivieres and Grand-Mere, Quebec, the last two weeks of July, and its mill at Port Alfred, Quebec, the last week in July and the first week in August. The Mills make newsprint and specialty papers.

Abitibi-Price Inc. said it was closing its newsprint mills at Grand Falls, Newfoundland, Fort William, Ontario, and Beaupre, Quebec, for two weeks beginning July 25.

Bowater Southern Paper Corp. said it was closing its Calhoun, Tenn., newsprint mill for 16 days beginning Aug. 22.

Crown Zellerbach Corp. said it was offering a **voluntary retirement plan** to 850 nonunion employees ages 55 to 65. ☐

June, six-month reports

Total consumption up, but papers' use drops

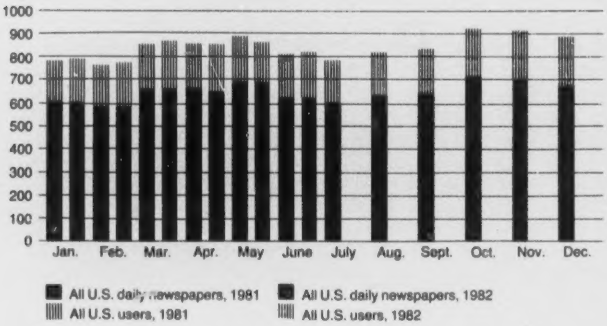
Newsprint consumption by all U.S. users was up .2 percent in June compared with June of last year, according to preliminary figures.

For the first six months of 1982, consumption by all users was up by the same percentage.

U.S. daily newspapers, however, used an estimated .5 percent less newsprint in June and 1.7 percent less during the first half of the year compared with 1981.

Stocks of ANPA-member newspapers in the statistical sample averaged 64 days' total supply in June versus 55 in June 1981.

Estimated newsprint consumption, 1981-82
(Thousands of metric tons)



Estimated consumption of all U.S. daily newspapers[1]

Region	May 1982	May 1981	% Change
Northeast	163,623	169,308	-3.4
North Central	148,101	159,323	-7.0
South	213,412	214,109	-0.3
West	150,222	152,522	-1.5
Circulation size			
up to 25,000	60,989	61,282	-0.5
25,001-100,000	119,592	125,197	-4.5
Over 100,000	494,777	508,783	-2.8
May totals	675,358(r)	695,262	-2.9(r)
Five-month totals	3,188,664(r)	3,251,908	-1.9(r)
Region	**June 1982**	**June 1981**	**% Change**
Northeast	155,329	151,680	+2.4
North Central	139,106	143,604	-3.1
South	192,411	194,905	-1.3
West	142,092	141,894	+0.1
Circulation size			
up to 25,000	58,367	55,943	+4.3
25,001-100,000	111,072	115,824	-4.1
Over 100,000	459,498	460,416	-0.2
June totals	628,937(p)	632,183	-0.5(p)
Six-month totals	3,817,601(p)	3,884,091	-1.7(p)

Stocks

U.S. publishers[2]		(Days' supply on hand)	(Days' supply in transit)
April 1982	1,044,500	52	6
April 1981	845,751	40	6
May 1982	1,012,002(r)	52(r)	7
May 1981	846,451	42	7
June 1982	1,007,090(p)	57(p)	7(p)
June 1981	902,226	48	7
Canadian mills			
June 1982	394,426	--	--
June 1981	222,991	--	--
U.S. mills			
June 1982	88,461	--	--
June 1981	39,447	--	--

Estimated consumption of all U.S. users

	1982	1981	% Change
April totals	863,000	867,000	-0.5
May totals	876,000(r)	897,000	-2.3(r)
June totals	816,000(p)	814,000	+0.2(p)
Six-month totals	4,989,000(p)	4,980,000	+0.2(p)

Production

	Canada	U.S.A.	North America
June 1982	652,197	383,308	1,035,505
June 1981	748,107	404,081	1,152,188
Increase or decrease	-95,910 -12.8%	-20,773 -5.1%	-116,683 -10.1%
Six-months 1982	4,346,539	2,377,073	6,723,612
Six-months 1981	4,508,793	2,330,878	6,839,671
Increase or decrease	-162,254 -3.6%	+46,195 +2.0%	-116,059 -1.7%

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
June 1982	417,542	76,268	116,707	610,517
June 1981	514,148	92,834	169,153	776,135
Six months 1982	2,884,500	501,887	759,612	4,145,999
Six months 1981	3,067,952	527,213	855,483	4,450,648
Increase or decrease	-183,452 -6.0%	-25,326 -4.8%	-95,871 -11.2%	304,649 -6.8%
From U.S. mills				
June 1982	355,561	—	24,977	380,538
June 1981	382,414	—	12,307	394,721
Six months 1982	2,173,159	—	153,096	2,326,255
Six months 1981	2,202,187	—	109,836	2,312,023
Increase or decrease	-29,028 -1.3%	— —	+43,260 +39.4%	+14,232 +0.6%
From North American mills				
June 1982	773,103	76,268	141,684	991,055
June 1981	896,562	92,834	181,460	1,170,856
Six months 1982	5,057,659	501,887	912,708	6,472,254
Six months 1981	5,270,139	527,213	965,319	6,762,671
Increase or decrease	-212,480 -4.0%	-25,326 -4.8%	-52,611 -5.4%	-290,417 -4.3%

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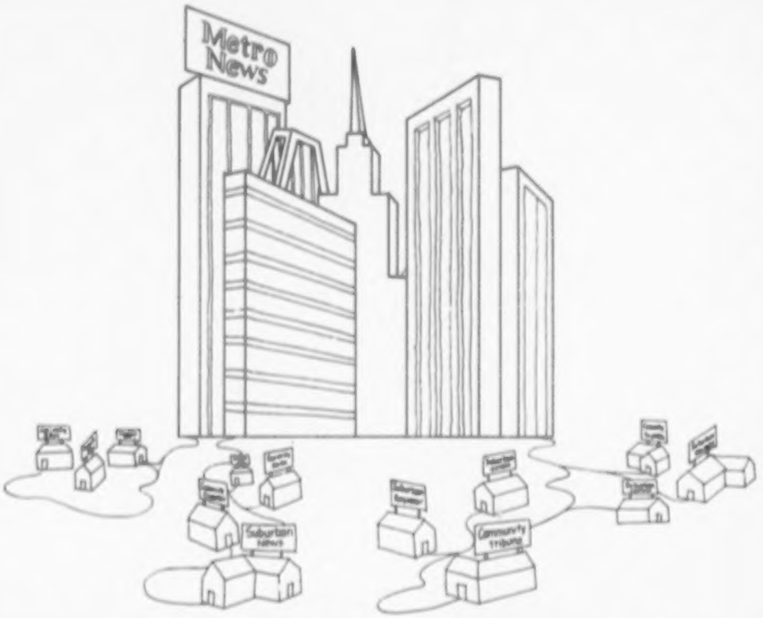
[1] Based on stratified data from ANPA-member newspapers in statistical sample; figures in this and other tables in metric tons.

[2] Represents stocks of ANPA-member newspapers in statistical sample

(r) = revised
(p) = preliminary

Suburbans vs. metros: newspaper civil war

By C. David Rambo
presstime staff writer



Alberto Pacheco

Although the rapid growth of suburban newspapers in the post-World War II era has abated somewhat, skirmishes are as intense as ever in the journalistic civil war between the suburban paper and its big competitor from a nearby metropolis.

The clash continues, at times fiercely. But there is no across-the-board winner, nor is there likely to be one.

In some markets, suburban papers clearly have taken a toll. They have won over big chunks of ad revenue and circulation and are putting what some observers call a death squeeze on previously thought unsinkable downtown dailies. The St. Louis Globe-Democrat and St. Louis Post-Dispatch have lost circulation and "substantial" revenue to suburban competitors, according to a spokesman for the Post-Dispatch.

In other areas, metros have held their line and linage. They have withstood pesky competitors—which in some cases have gone out of business.

The Tennessean and Nashville (Tenn.) Banner are examples of big papers having stood up well under suburban pressure. In fact, Metromedia Inc., which owns weeklies, a daily, a television station and two entertainment publications in the area, earlier this year shut down five of its suburban weeklies because of insufficient revenue.

In most markets, however, the contest is undecided.

For example, suburban newspapers and Chicago's two major dailies have coexisted for a long time. But new battle strategies are being planned at the Chicago Tribune. This could stir "a more challenging, competitive situation," says Daniel E. Baumann, vice president-editor of Paddock Publications Inc., which owns The Daily Herald (morning, circulation 57,326) in Arlington Heights, Ill., and six weeklies outside the windy city.

"I don't think there's any way you can tell who's winning or losing," says Bruce Sagan, publisher of the Southtown Economist group of four suburban dailies, 21 weeklies and shoppers with combined circulation of more than 264,000. "The essence of the problem is that they (metros) discovered we're there. . . . Our period of *uninterrupted* growth has ended. Our period of growth hasn't."

The growth pattern. A prime indicator of the growth of small newspapers ringing major cities is their trade association, the Chicago-based Suburban Newspapers of America.

Founded in 1971 from three separate organizations—the suburban section of the National Newspaper Association, the Suburban Press Foundation and Accredited Home Newspapers—SNA membership now consists of about 200 companies with more than 1,000 mastheads and 12 million circulation.

Those publications "represent about 65 percent of what you'd consider the suburban industry," explains Executive Director James E. Elsener. About 750 of the SNA newspapers are weeklies, 200 are printed more than once a week and 40 are dailies—most of which are former weeklies. About 90 percent are carrier-delivered. Many are free circulation.

While the suburban press in general has been prospering, there has been some slippage among the metro daily segment of the newspaper industry.

U.S. Suburban Press Inc., the national sales representative for a network of more than 1,100 suburban dailies and weeklies, notes that not only have more than two dozen major metro newspapers folded since 1961, but total circulation of metros in the top 50 markets has declined 13 percent despite a 41-percent increase in the number of households.

Growth of suburban newspapers took place in a David-versus-Goliath-like setting, some contend. Scores of cheap-to-produce newspapers appeared at the feet of giant daily publications that were confident, perhaps too much so, of their solid market footing.

In a number of cases it has proved possible to start a newspaper in a storefront or home office for less than $5,000—enough to produce camera-ready materials for outside printing, says Hal Lister, associate professor of journalism at the University of Missouri and a veteran observer of the suburban press. Many entrepreneurs made such an investment.

But not all suburban newspapers are new creatures, he notes. Many are old papers that got caught up in the battle with big-city dailies as their communities became engulfed by suburban sprawl.

It's "the mystery of the age" why big dailies reacted so slowly to the small fry, Lister says, adding that metros "are playing catch-up ball, and playing it badly."

One explanation for metro publishers' paying little heed is that they initially did not believe the smaller papers would gain readership and respect. But suburban publishers, always the optimists, seem to have demonstrated otherwise.

USSPI last year released results of a study refuting the metros' sometimes-held notion that free suburban papers are throwaways and as such aren't read.

The Simmons Market Research Bureau study showed that 66 percent of 2,000 adults surveyed in 15 U.S. markets read their suburban newspaper the day they receive it; 94 percent read it within two days. About 34 percent read the paper on two or more separate days.

Furthermore, those readers have relatively high income and education levels. The study also showed that 58 percent of them think suburban newspapers do a better job of covering local news and community events than metro dailies.

Lister says those metros bad-mouthing suburban competitors "are the ones who are losing their shirts to them."

The upper hand in St. Louis. Ask anybody at all familiar with this issue for the best example of suburban competition strong-arming downtown dailies and you'll get a quick response. "St. Louis." That is despite Globe-Democrat Publisher G. Duncan Bauman's opinion that his newspaper's problems have been caused by a number of factors.

Some observers say the suburban papers began to have an influence in the mid 1960s when there was a rise in suburban shopping centers and discount stores that followed large numbers of people out of central cities. Their growth was enhanced in the early 1970s when a strike crippled the city dailies. Several big advertisers turned to the suburban newspapers with good results. The bulk of print food advertising now is in the suburbs where two groups of community papers, mostly free weeklies, dominate with a total circulation that has grown to about 802,000.

The Inquirer can't do everything the local papers do but distinguishes itself by running stories on trends relating to all the suburbs.

Eugene L. Roberts
The Philadelphia Inquirer

Meanwhile, circulation of the evening Post-Dispatch has fallen about 33 percent since 1970, to 238,099. In the late 1950s it posted a circulation of more than 396,000. Circulation of the morning Globe-Democrat has fallen about 12 percent since 1970 to 261,329. In the late 1950s it boasted circulation of more than 332,000.

The Post-Dispatch and newspapers in the encircling suburbs are involved in lawsuits that are in the discovery phase. Each side charges the other with unfair and anticompetitive actions.

At issue is a controversial arrangement through which two suburban groups—Journal Newspapers Inc. with about 30 free newspapers and St. Louis Suburban Newspapers Inc. with 10—sell advertising space for each other. Or, in the words of Journal Publisher James A. Donnelly Jr., "I make it easier for the advertiser."

He explains that in the early 1970s, before the two groups started the cooperative arrangement, advertisers grew weary of having representatives from both organizations call. Merchants finally told them, "'I don't want to see both you guys. You two get together and only one of you come see me,'" Donnelly says.

So the companies now take orders for each other and charge their suburban competitor only for setting the ads. The companies also jointly maintain and use a central "metropolitan news bureau."

Frank C. Bick, publisher of St. Louis Suburban Newspapers Inc., says another factor making the arrangement possible is that his and Donnelly's firms "grew together" from opposite ends of the region. There developed "very little overlap" between his and the Journal operation, Bick explains.

Death in Philadelphia. Ask for an example of a metro daily that died because of suburbans and you'll get no pat answer. But many observers say the Philadelphia area's more than 200 competing weeklies and dailies were largely responsible for The Bulletin's demise Jan. 29 [presstime, March 1982, p. 53].

Grover J. Friend, vice president of the Bucks County Courier Times (evening, 64,179), points out that most of the Philadelphia suburban daily papers are p.m.'s. Readers at the end of the day have chosen to read local news from their local newspaper and learn about the day's national and international happenings from television newscasts, he says.

In other words, many households 10 or 20 years ago purchased two or more metros each day. Now families appear to be dropping the second metro and substituting a local newspaper for it.

Robert Hitchings, a newspaper advertising representative in Philadelphia, notes that about 77 percent of the Philadelphia-area work force "lives and works in suburbia." Consequently, the need for a metropolitan newspaper is further diminished, he says.

That's where they got caught in the squeeze, Friend says of The Bulletin. "It was never really able to break out of that, although they certainly tried" with such efforts as a morning edition.

As in all wars, one side's calamity is another side's gain. Friend's company, Courier Times Inc., April 19 started a new daily in Montgomery County, Pa., "to fill a void we saw" in that rich Philly suburb.

Another major player in Philadelphia's newspaper contest is The Philadelphia Inquirer. It has managed to escape harm through what Executive Editor Eugene L. Roberts calls a difference in strategy.

Shortly after Knight-Ridder Newspapers

Inc. purchased the Inquirer in 1970, Roberts says, it became clear that the newspaper "had to be turned around." Officials decided they would strengthen the Inquirer as a metropolitan newspaper first—it already had the morning publication advantage—and from that solid base broaden its suburban efforts.

"The Bulletin was then into zoning, sort of at the expense of having a viable, metropolitan-wide newspaper," Roberts says.

The Inquirer now has four zoned editions including a city zone for which the newspaper is replated three times during a press run. Roberts says the Inquirer can't do everything the local papers do but distinguishes itself by running stories on trends relating to all the suburbs, for example, and articles "that cut across all governmental lines. They (suburbans) can't do that."

Roberts also says his newspaper approaches readers "literally on 15 to 20 different levels." That means having the best general news, the best TV and movie listings "and on top of that you don't neglect their high school basketball team."

Staff reorganization. Another strategy is being phased in at the Chicago Tribune under the direction of new Editor James Squires, who was responsible for implementing the system successfully at another Tribune Co. newspaper, The Orlando (Fla.) Sentinel.

The Tribune has nine separate tabloid publications called the Suburban Trib.

Previously, they were produced essentially by a staff of about 100 editorial people working out of a western suburb of Chicago. "There was very little connection between the Suburban Trib and the Chicago Tribune," says Squires. There also was "a tremendous amount of duplication" of coverage.

But now the staffs "are totally integrated," he says, "and they report to the same boss." Breaking suburban news is carried in one of the main daily's two zoned editions for local news, "Chicago" or "Chicagoland," which run each weekday and have late deadlines the night before. That allows coverage of night meetings.

But it also frees up the Suburban Tribs to focus even more closely on their particular markets, to do more "chicken dinner" coverage, Squires explains. "It has in effect doubled the local news staff of the Chicago Tribune."

Squires says he's in the middle of the transformation. Plans include adding one, two or three more zoned editions to carry breaking, local news.

Although the change will be costly, the editor says there is no real alternative. Most Chicago Tribune readers live in the suburbs, he says, and competition there is vigorous. "I've got suburban newspapers all around me."

Yet Chicago's other major daily, the Chicago Sun-Times, subscribes to a different philosophy.

Executive Vice President and Editor-in-

These suburban p.m.'s thrive against metros

Afternoon newspapers have been buffeted by changing readership patterns in a number of markets in recent years. But p.m. dailies published in two New England suburbs are proving it's still possible to prosper against metro morning papers.

The Patriot Ledger (circulation 88,594) of Quincy, Mass., and The Herald (40,504) of New Britain, Conn., are in direct competition with big morning papers, yet both are growing.

According to President and Publisher K. Prescott Low, Ledger circulation has risen steadily over the past four years, and his paper is now the largest p.m. in Massachusetts. "The growth trend has been solid, rising about 15 percent over that period in average paid circulation," he reports.

The Ledger's advertising share also is increasing, Low says. His paper now is "the largest daily retail advertising carrier in the newspaper business in Massachusetts, including The Boston Globe," an all-day paper published seven miles from the Ledger. Despite the Ledger's ad performance, Low says, the Globe measures market share only against the morning Boston Herald American.

"They issue a statement that their share of the Boston market has increased . . . without taking into account the suburbs. From our point of view, the action really is in the suburbs, and the advertisers know it," Low says.

Low attributes his paper's success to providing "more local community news in volume and scope. And we do a fair amount of zoning that allows us to intensify local coverage."

He says, "We don't subscribe to the logic that a reader should say, 'We'll buy the Globe then buy the Ledger for local news.' Someone should not have to buy more than one daily newspaper to be well-informed."

In New Britain, The Herald also has enjoyed increasing circulation—by 6,000 copies daily in the past four years. The design of the paper and its philosophy of providing local news for the suburbs have remained the same over the years. And, with the failure of the afternoon Hartford Times four years ago, The Herald moved into three more towns.

The success at The Herald is at least partially attributable to replating, says Editor and Publisher Judith W. Brown, who has become something of a cheerleader for p.m.'s [presstime, Dec. 1981, p. 23].

"We replate the front page, the second page, the editorial page, and the sports pages as well as town pages in our second editions," she says.

In this way, she notes, local news can be provided for the towns in which the newspaper is circulated. "We try to have at least one local editorial in each edition," she says.

"Our attention to each town's news is part of our success. We have focused on the smaller stories in the towns we serve—the everyday things. People seem to respond," she says.

The emphasis at The Herald is on the convenience of a p.m. In fact, the newspaper's slogan is, "Timed to arrive when you have time to read." The Herald's main competitor is The Hartford Courant, an a.m. newspaper published about 20 miles away.

Another aspect of the success story at The Herald is promotion. Steve Graham, promotion manager, says, "We try to keep our promotions interesting and entertaining. We try to tailor promotions to our market."

Advertising Director Robert Netupski says The Herald's advertising share has been "good," and that 1981 was the "best year in 12 years in all areas except classified."

Chief James F. Hoge says his paper carries no zoned hard news although it does publish a weekly suburban supplement called the Suburban Sun-Times that carries "lifestyle" type information such as restaurant listings and entertainment.

Suburban readers, he explains, "quite consciously turn to their suburban newspapers for local news. . . . They do not expect it from us, and in fact if we tried, they probably still would go to their suburban paper" where they locally identify.

What suburban readers expect from the Sun-Times, Hoge says, are such things as trend and regional reporting, strong national and world news, and good columnists.

However, Hoge adds that the Sun-Times has some limited suburban expansion plans for this fall. He would not say what they are.

One of the suburban Chicago competitors is the 110-year-old Paddock Publications. "Our primary competition for readers is the Chicago Tribune," says Paddock's Baumann. He believes that if the Tribune's suburban push is "done effectively," the degree of newspaper competition in the Chicago market will increase significantly.

Baumann says his company has responded by publishing every Thursday a tabloid insert to The Daily Herald called the "Herald Neighbor." It emphasizes small-town news, including such things as social columns.

Paddock also recently introduced a mailed, total-market-coverage vehicle called "This Week." It consists of editorial material—much of it syndicated—and runs 40 pages plus inserts.

Taking a lesson. Similar things are happening in Atlanta. The Journal and Constitution have merged their news staffs with the result being that suburban coverage will expand, says R. Glenn McCutchen, managing editor for administration and new products.

As recently as a year ago, the Atlanta dailies had three separate news staffs: one for the Journal, one for the Constitution and one for suburban coverage, mainly through four weekly zoned editions called "Extra Editions."

But McCutchen says, "we don't think that the best competition in 1982 is intramural, is within ourselves." The stakes have shifted because of the flood of media straining for peoples' attention.

The Atlanta dailies will expand suburban coverage with merged newsrooms. "We don't think that the best competition in 1982 is intramural, is within ourselves."

R. Glenn McCutchen
Atlanta Journal and Constitution

So far, McCutchen concedes, the Atlanta Newspapers' suburban efforts haven't had much effect on the strong daily and weekly newspapers located there. Those newspapers chiefly belong to the Neighbor Newspapers Inc. group of 16 weeklies plus the Marietta Daily Journal, and the Decatur News Publishing Co. Inc. group of six weeklies.

"We've developed a substantial niche in the marketplace" with "extremely good growth in the last 10 or 12 years," says Otis A. Brumby Jr., president and publisher of the century-old Marietta daily and Neighbor Newspapers. He says he didn't really intend it to be that way.

His company in the late '60s decided to try publishing some community newspapers to take advantage of the excess capacity realized from automating the Daily Journal plant. "We really had no game plan to circle the city," even though they eventually did so three years ago, Brumby says. The feeling was, "We'll start one, and see what would give. . . . One thing led to another."

Buying the competition. The Hearst Corp. last fall took a different approach to meeting the suburban competition of one of its metro dailies—as well as competition from its major in-city competitor. Instead of struggling with special editions and reorganizing its news staff, Hearst's Los Angeles Herald Examiner acquired 28 community weeklies and started two new ones. It also bought two community dailies in areas southeast of the city.

Almost immediately, "We jumped ahead in the race toward increasing penetration" in those suburbs, says Publisher Francis L. Dale. "We are maybe the only newspaper in the country that has done this." It is especially significant in that the Herald Examiner has lost 150,000 circulation since the mid-1960s to suburban dailies, according to Dale.

Advertisers can make "spot" buys in the individual Hearst newspapers, or they can buy packages of space in various combinations including the Herald Examiner, he explains.

Hearst is not the only large newspaper company now competing in what Dale calls the "boiling" Los Angeles market—the biggest retail market in the country. "Almost all the large groups are here," he says. They also include The Times Mirror Co., publisher of the Los Angeles Times; The Copley Press Inc., publisher of the News-Pilot of San Pedro, The Daily Breeze of Torrance and 10 weeklies in the Torrance area; Knight-Ridder Newspapers Inc., publisher of the Star-News of Pasadena and the Press-Telegram of Long Beach; Scripps-Howard Newspapers, publisher of the Daily News Tribune of Fullerton and a group of weeklies under the umbrella of Southern California Publishing Co.; Tribune Co. of Chicago, publisher of the Daily News (formerly the Valley News) of Van Nuys and the Green Sheet Shopper [presstime, Oct. 1980, p. 8]; Freedom Newspapers Inc., publisher of The Register, the Anaheim Bulletin and Daily Star-Progress, all of Orange County; Ingersoll Publications Co., publisher of the Glendale News-Press and the Burbank Daily Review; and Gannett Co. Inc., publisher of the San Bernardino Sun.

In addition, Richmond, Va.-based Media General Inc. in the past two years has acquired 31 weekly newspapers in Orange and Los Angeles counties with combined circulation of 580,000. A big part of that new business is Highlander Publications, one of the largest publishers of community newspapers in Southern California. The outlook is bright, Media General believes.

James A. Linen IV, senior vice president of Media General, reports that a Belden Associates Inc. market survey shows coverage of daily newspapers in the area served by Highlander Publications to be relatively poor.

The Los Angeles Times, which has the third-largest circulation in the United States (morning, 1,062,707), "reaches only 33 percent of adults (in the Highlander area); the San Gabriel Tribune, 14 percent; the Los Angeles Herald Examiner, 10 percent. All other dailies combined cover only 12 percent," Linen says.

But there is much overlap of readership among these segments and, all told, only 36 percent of regular Highlander readers see a daily newspaper. That means that advertisers "should find it essential to use Highlander newspapers to reach this market," Linen said at Media General's 1981 annual meeting.

The Los Angeles Times approaches the suburbs with eight separate zoned sections published twice a week. It was the first U.S. daily to employ such sections, says Gordon Phillips, director of promotion and public relations. "Zoned linage now is higher than it has ever been," he says.

The Times also is considering a mail program for the suburbs that may or may not include editorial material.

The Times previously test-distributed in two suburban areas a free weekly paper called The Best of the Times. As the name implies, it carried selected stories from the daily newspaper. Started in the fall of 1980, the experiment was canceled after five months because of unfavorable economic conditions, Phillips says.

However, some observers, including Advertising Age Editor-in-Chief Rance Crain, say the Times effort failed because free-circulation papers it competed with had more local news—crucial to winning the suburbs. "The Times' product was a rehash of what appeared in the main paper," Crain said in a speech last May before the annual convention of the National Association of Advertising Publishers, a trade association for free-circulation papers.

Like most other observers, Crain says it's too early to name a victor in the battle for suburbia. Perhaps suburban and metro papers can co-exist, he says, "each doing it a little differently. . . . They might meet somewhere in the middle for all I know."

Readers and advertisers eventually will decide. ☐

Sarasota merger means 45 layoffs

The Sarasota (Fla.) Journal (evening, circulation 5,230) was merged with the morning Sarasota Herald-Tribune (104,177) July 12.

David B. Lindsay Jr., president and editor of Lindsay Newspapers Inc., said that operating losses of the Journal had been increasing yearly and that there was no reasonable alternative to closure. "Readers in this area prefer a morning newspaper," he said.

Forty-five employees—26 in the newsroom and 19 circulation and production employees—were laid off. The company is assisting them in finding jobs. ☐

'Media Myths' fact sheet seeks to aid ad reps

The Newspaper Advertising Bureau has introduced a new service, "Media Myths and Facts," as part of its monthly package of retail information and ideas for its member newspapers.

The one-page fact sheet is designed to give newspaper ad reps ammunition in the continuing battle for ad dollars against other media.

The first myth, "TV is the great mass medium because it reaches everyone," calls attention to recent declines in prime-time viewing and to research that shows many viewers are doing something else while the television set is on. ☐

Jerrel W. Jones, president of Courier Communications Inc. of Milwaukee, Wis., conducts the awards dinner at the National Newspaper Publishers Association's convention in Baltimore. The June 16-19 affair drew 65 publishers of black newspapers and featured workshops on editorial, production, financial management, marketing, circulation and advertising.

UPI to launch its first-ever market study

One of the new owners, William E. Geissler, (right) shares a laugh at the ANPA Production Management Conference with UPI President Roderick W. Beaton (center) and New York Times reporter Jonathan Friendly.

In its first market research effort ever, United Press International in late July hired the firm of Yankelovich, Skelly and White to study both the internal structure of the wire service as well as industry needs.

UPI spokesman William K. Adler said research results could lead to a reallocation of UPI resources with some new one-person bureaus. The research will be led by Yankelovich Senior Vice President Ruth Clark.

Meanwhile, UPI officials remained publicly mum on details of the wire service's recent purchase by Media News Corp.

New UPI Board Chairman Len R. Small, who in newspaper circles is the best-known of the four new owners, would not comment on any "speculative" price tag linked to the purchase. It has been reported that Media News paid $17.5 million for the wire service [presstime, July 1982, p. 61].

Small said meetings are continuing with newspaper publishers to answer their questions about the sale and about the new owners' plans. A meeting with the UPI Newspaper Advisory Board scheduled for July was postponed until the end of September because of conflicting vacation schedules.

Details of how the wire service will speed up implementation of its satellite-news-delivery program should be released by Labor Day, said Small, publisher of The Daily Dispatch, Moline, Ill., and vice president of Small Newspapers Inc.

Converting from use of expensive land telephone lines for delivery of UPI services is a top priority of the new owners. "There are more (equipment) vendors interested in working with us than anticipated," he reported.

A major loss for UPI was averted in late June as the nation's largest general-circulation daily newspaper, the New York Daily News, signed a new five-year, $600,000 contract for UPI services. The financially pressed newspaper was considering dropping the service as part of a cost-cutting program.

The Daily News' previous contract expired last December, and the newspaper was receiving UPI material on a month-to-month contractual basis. □

U.S. budget cuts claim publishing report

A quarterly industrial report that for 18 years provided national statistics and overviews of the printing and publishing business—with detailed breakdowns for newspapers—recently fell victim to government budget cuts.

Future issues of "Printing and Publishing," which had been issued by the U.S. Department of Commerce since 1964, were denied approval by the Office of Management and Budget in March after the spring 1982 issue was published.

OMB said it could not justify funding reports on specific industries and also suspended another report of the department's Bureau of Industrial Economics on the forest products industry. However, the office approved continued publication of "Construction Review," a report on the construction industry.

William Lofquist, publisher and editor of "Printing and Publishing," said he was not happy about the suspension. The publication had a circulation of 600 to 700. He said the government will save printing costs of $4,000-$5,000, but no staff reductions will result because the staffers who produced the report have other duties.

Printing and Publishing contained statistics on newspaper business employment, business indicators, numbers of production workers, weekly and hourly earnings, average hours worked, number of women employees, advertising expenditures, producer prices and paper consumption. It also issued periodic reports on specific aspects of the business, summed up the business's performance each year, and made annual forecasts [presstime, January 1982, p. 46].

While much of the data summarized in "Printing and Publishing" are available from individual sources such as the Bureau of the Census, the U. S. Department of Labor's Bureau of Labor Statistics and private organizations such as Media Records, Lofquist said some of the analyses were performed by employees at the Bureau of Industrial Economics and are not available elsewhere. □

Recent acquisitions

Clay Communications Inc., Charleston, W.Va., acquired The Enquirer-Journal, Monroe, N.C., daily circulation 12,266.

Leader Publishing Co., a recently formed Ohio company, acquired The Evening Leader, St. Mary's, Ohio, daily circulation 6,451.

Recession fallout

Layoffs, travel cutbacks grow

As newspapers tighten their belts in the recession, layoffs and travel budget cutbacks appear to be the biggest areas for savings.

The Globe and Mail of Toronto laid off 51 employees in a move that reportedly will save $1.2 million a year. The Southern Ontario Newspaper Guild, which represents 11 editorial employees who lost their jobs, is taking the newspaper to arbitration Aug. 13.

The layoffs also involved 12 each in advertising and production, six in marketing, four in circulation, three in accounting, two in data processing and one in the publisher's office.

Meanwhile, at The Toronto Star, another hiring freeze [presstime, July 1982, p. 60] was implemented. Management said layoffs cannot be ruled out.

And in the United States, the Atlanta Journal and Constitution laid off 37 noneditorial workers and converted 14 full-time jobs to part-time. With one exception, the employees were in white collar jobs.

Results of travel budget cuts are being felt by newspaper business associations, a number of which have reported declining attendance at conferences and conventions in recent months.

Attendance at the June 27-30 Newspaper Personnel Relations Association annual meeting in Seattle was down 25-30 percent over 1981. The International Circulation Managers Association reported a similar drop for its annual sales conference June 20-24 in New York City.

Other associations reporting declines over 1981 include the International Newspaper Promotion Association, down 12 percent; American Society of Newspaper Editors, down nearly one-third; Association of Newspaper Classified Advertising Managers, down 14 percent; and the National Conference of Editorial Writers, down "slightly," according to Executive Secretary Cora B. Everett.

There are indications that the travel situation is worsening as the year progresses.

NPRA Executive Secretary-Treasurer Patricia P. Renfroe said that several members who registered early for the Seattle conference later canceled.

ANPA's Annual Convention in San Francisco in April had the second-highest registration in the Association's 96-year history. But the ANPA Production Management Conference in Dallas in June experienced a big drop in registration [presstime, July 1982, p. 5].

NY Daily News sets deadline

The New York Daily News has set an Aug. 6 deadline for five unions to agree to contract concessions the newspaper said are necessary for survival [presstime, July 1982, p. 60].

Six other unions have agreed to contract changes that President and Publisher Robert M. Hunt said will enable the News to become profitable by 1984.

Hunt has offered a three-year extension of all labor agreements beyond their 1984 expiration date. He also proposed "termination bonuses" for employees in unions whose contracts do not provide for job guarantees.

The five holdout unions represent drivers, mailers, paper handlers, pressmen and stereotypers.

If agreements cannot be worked out with them, Hunt said, it would require a "shrinking" of the Daily News through cost reductions that could be implemented under the present contracts. But he said such a cost-reduction plan could result in the closing of the News in 1984 "or earlier."

Hunt said the News could reach a break-even point next year if all the unions agree to a "survival plan" that includes a $92-million commitment by the company in exchange for union agreements allowing elimination of the equivalent of 1,340 full-time jobs.

Without the plan, the News projects losses of about $30 million a year in 1982, 1983 and 1984. "That's clearly not acceptable," he said.

Hunt noted that management already has reduced the paper's nonunion staff by more than 20 percent. The News also has closed its rotogravure plant in Queens.

Closed papers selling their old equipment

The week of July 19 was a big one for buyers of used newspaper equipment.

The Bulletin of Philadelphia, which closed Jan. 29, held an auction. And The Cleveland Press, which shut down May 17, began accepting offers for its equipment, furniture and fixtures.

William Dempsey, vice president and partner of the San Francisco-based Royal Company Auctioneers Inc., billed the Philadelphia sale as "the largest newspaper auction in this country and probably in the world."

Twenty thousand objects—from presses to drinking glasses—were up for sale during the four days of bidding.

The New York Times was the successful bidder at $425,000 for one big-ticket item—an inserting machine—but Philadelphia area printing companies acquired the bulk of the equipment, according to Bulletin General Manager Candi Van Meter.

She said negotiations with a potential buyer of the company's presses were continuing at month's end.

"There is a lot of post-auction selling going on," Van Meter reported.

In Cleveland, about 70 percent of the production equipment had been sold by late July, according to Edward R. Padilla, a newspaper consultant retained by the company to handle the aftermath of the Press's closing.

"We weren't interested in going (the auction) route," he said. "We invited people to come in and make offers." More than 9,000 items were inventoried and appraised, he said.

Two eight-unit press lines were sold, Padilla reported, but he declined to identify either the buyer or the purchase price.

"I've been absolutely amazed at the cooperation of suppliers," he said. "Many of them agreed to take back inventories of supplies at the market price."

A sale to the general public of 150 delivery trucks was scheduled for July 31.

"We're going to have the largest garage sale in the history of Cleveland on Aug. 7—mostly office equipment and mementos," Padilla said.

Canada's only supplement shutting down

Canada's only national magazine supplement for newspapers will cease publication Aug. 28.

Today Magazine is carried in the weekend editions of 18 Canadian dailies and has a circulation of 3.4 million. It was created in 1979 by the merger of two other supplements.

Neither of the two national magazine supplements published in the United States, Family Weekly and Parade, is distributed in Canada.

Carlo Vittorini, president of Parade Publications Inc., said his company has no plans to distribute Parade in Canada. "It would be difficult for us to become involved," he said.

Canadian tax law renders it virtually impossible for a non-Canadian company to make mass distribution of a publication in Canada.

"We haven't even discussed it," said Gerald S. Wroe, Family Weekly vice president and advertising director.

Toronto-based Today is owned jointly by Southam Inc., Thomson Newspapers Ltd. and Toronto Star Newspapers Ltd.

Since its founding, Today has operated at a loss. A 25-percent drop in advertising linage in the first six months of this year compared with the same period last year brought about the decision to shut down the magazine.

The 78 Today editorial, advertising sales and support personnel will receive nine weeks' severance pay plus three weeks' pay for each year of service, with a minimum of 12 weeks' pay. For people who started with one of the predecessor magazines, there is a maximum of 52 weeks' pay except for those over age 55, who can receive up to 104 weeks' pay.

Today has been printed by Montreal Standard, a division of Thomson-owned Canadian Newspapers Co. Ltd..

A. Keith Buckland, vice president and general manager of Montreal Standard, said Today accounted for about 40 percent of the company's business, and its closing will mean the layoff of more than 100 of the Standard's 380 employees. ☐

New insurance program offered

ANPA is offering members a new, comprehensive general insurance program called ANPASURE.

The program was developed by risk managers from ANPA-member newspapers and the Chubb Group of Insurance Companies. In many cases, ANPASURE will reduce property and casualty insurance premiums from 17 to 38 percent per newspaper per year. (See chart below.)

The program offers protection in a number of areas.

Executive risk. This covers kidnapping; ransom and extortion, including payment of fees to professional negotiators; interest payments on bank loans used to raise ransom funds; and the services of a security consultant who can assist, intervene and/or negotiate.

Also covered in this category are:

- Directors' and officers' liability, including costs of defending against lawsuits brought against them by shareholders and the amount of settlement
- Fiduciary liability associated with the care and judgment of reporting and of funding and administering employee benefit plans
- Employee theft, including protection against financial loss resulting from stealing, forgery and computer crimes.

Workers' compensation. This includes a variety of possible plans, including sliding scale plans, retention plans and retrospective rating plans.

Multi-peril. Protection exceeds standard coverage and includes:

- Electronic publishing, broadcasting and data processing equipment in instances of water and flood damage, electrical injury (including power surge), brownouts, blackouts, magnetic injury (or erasure) and short circuit
- Property damage and business interruption resulting from sewer leakage, electrical arcing, power surge and mechanical breakdown
- Boiler and machinery coverage, with preventive inspection/engineering services to help avoid accidents, lengthen useful equipment life, reduce operating costs and meet state certification criteria.

Other coverage. The insurance package also offers protection against employee vandalism, scratching and marring of printing plates and structural failure.

ANPASURE offers umbrella coverage, commercial automobile and fleet insurance and a choice of valuation techniques. Choices include agreed amount, replacement cost, functional replacement cost, actual cost value and others.

Claims service is available through local Chubb offices across the country.

The new program will join these other insurance plans offered to ANPA members: libel insurance and First Amendment insurance, offered by Mutual Insurance Co. Ltd. of Hamilton, Bermuda; and strike insurance, offered by Territorial Insurance Co. of Hamilton, Bermuda [presstime, Nov. 1980, p. 10].

For more information, contact the ANPA Membership Department or ANPA Assistant General Manager Thomas C. Fichter at The Newspaper Center. ☐

		Insurance Premiums		Cost Reduction	
Sample	**Circulation**	**Present**	**ANPASURE**	**Amount**	**Percent**
#1	11,000	$ 5,258	$ 4,364	$ 894	17
#2	23,000	11,956	9,172	2,784	23
#3	30,000	14,483	11,442	3,041	21
#4	40,000	18,891	14,090	4,801	25
#5	87,000	45,668	28,160	17,508	38
#6	404,000	57,190	47,203	9,987	17

Amended articles of incorporation, bylaws available

Copies of amended articles of incorporation and amended bylaws [presstime, April 1982, p. 52], which were approved by the ANPA membership at the Association's annual meeting April 27 in San Francisco, are available from the ANPA Public Affairs Department at The Newspaper Center.

Communications lawyer on electronic publishing

Electronic publishing, the marriage of print and broadcast media, "has no place in the law at present," says Richard M. Neustadt, author of *The Birth of Electronic Publishing: Legal and Economic Issues in Telephone, Cable and Over-the-Air Teletext and Videotext.*

Neustadt, communications lawyer with the Washington, D.C., firm of Kirkland & Ellis, explains current communications laws and regulations and their effects on new electronic technologies. He goes on to discuss new policies he favors and ways they can be implemented by regulators, legislators and judges.

He offers a layman's explanation of how electronic publishing works, and he discusses current services and tests.

Neustadt concludes by suggesting a comprehensive policy for electronic publishing that would involve minimum government intervention and "freedom for publishers and diversity for audiences."

The 146-page book is available from Knowledge Industry Publications Inc., 701 Westchester Ave., White Plains, N.Y. 10604. Cost per copy is $32.95. ☐

ASNE Bulletin's best compiled into book

About 25 well-known journalists have contributed to *Improving Newswriting—The Best of The Bulletin of the American Society of Newspaper Editors.*

Published this summer by ASNE, the 138-page book contains articles reprinted from two decades of ASNE Bulletins. It was edited by Loren Ghiglione, editor and publisher of The News in Southbridge, Mass., and former chairman of the ASNE Bulletin editorial board.

Chapter topics include newswriting, column writing, writers' tools, sportswriting, editing and "writings on writing."

Among the contributors are syndicated columnists James J. Kilpatrick, William Safire, Jim Murray and Art Buchwald; writing coach Roy Peter Clark of the Modern Media Institute; and author Tom Wolfe.

Cost is $4.95 with a 20 percent discount for 20 copies or more. The book is available from ASNE Foundation, P.O. Box 17004, Washington, D.C. 20041. ☐

Fire not logged

I read with interest your recent article concerning newspaper fires [presstime, July, p. 56] and congratulate you on a job well done.

However, the calendar of fires in the past 22 months, I feel, needed more research to be completely accurate. For example, The Cordele Dispatch was completely destroyed by fire caused by an electrical problem on Dec. 8, 1980.

I know this is probably considered a trivial matter, but we are proud of the fact that not a single edition of the paper missed being published. A month after the fire, a complete plant was established in temporary quarters and on Oct. 1 a new building was completed and occupied.

I am certain there were other fires, just as disastrous, not listed, but I wanted to set the matter straight for the Dispatch.

Jack C. Mathews
Publisher and general manager
The Cordele (Ga.) Dispatch

More on mailrooms

I read with great interest the June 1982 issue of presstime and the special report on mailroom automation.

While the article covered a number of aspects of mailroom automation, the one thing that appears to be notably absent was the economics of the mailroom and the impact of such automation on a decision to purchase new presses. If there is any such thing as on-line inserting at press speed, an automated mailroom may allow those publishers purchasing new presses to significantly reduce the size of their press purchases.

This aspect is one critical facet that should be considered in automating the mailroom, and it is likely that the resulting economics may weigh heavily toward on-line inserting as opposed to more, and very expensive, press units.

Michael H. Heath
President
The Record
Hackensack, N.J.

It's a pen, not a cigaret, he protests.

Honest, mom, I don't!

The May 1982 issue of presstime contains a picture of Ken Johnson, Burl Osborne and me. The caption says: "Osborne (right) fires a shot at Johnson, while 'sheriff' Michael Gartner (far left) flicks ashes." For the record, and to reassure my mother, I haven't taken up smoking. That's a pen, not a cigaret, in my hand.

Michael Gartner
Editor and president
Des Moines (Iowa)
Register and Tribune

Changed opinion

I once questioned whether ANPA should use a magazine format for its primary publication. I said in a letter to you at that time that ANPA should produce a newspaper.

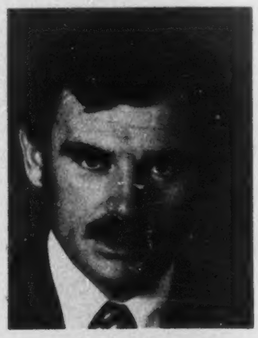
Well, I was wrong.

Presstime is very good and getting better. It is becoming the most important publication in the industry.

Congratulations to all of you.

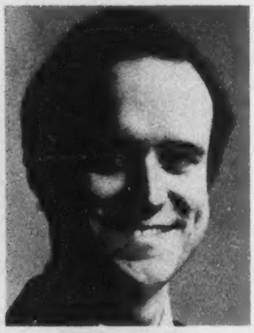
Cortland Anderson
Director
Ohio University School of Journalism
Athens, Ohio

speeches

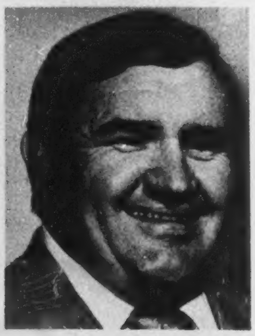


Everette E. Dennis

Frank A. Blethen



Jeffrey S. Hall



Tommy Knowles

Single copies of the following speeches are available without charge from the Public Affairs Department at The Newspaper Center, Reston, Va.:

- **Press/Bar: Rights and Responsibilities.** William C. Marcil, ANPA chairman and president, and president and publisher, The Forum, Fargo, N.D. North Dakota Judicial Council, Minot, June 15.
- **The Wiring of America: The New Information Age.** Helen K. Copley, ANPA director, and chairman and chief executive officer, The Copley Press Inc., La Jolla, Calif. Los Angeles Rotary Club, May 7. (Or see June 15 *Vital Speeches of The Day*, Box 606, Southold, N.Y. 11971.)
- **New Technology.** Charles M. Kinsolving Jr., vice president, marketing/new technology, Newspaper Advertising Bureau. Newspapers: Today and Tomorrow Symposium, cosponsored by NAB, the Association of National Advertisers, American Association of Advertising Agencies and Newspaper Advertising Sales Association, New York City, May 25.
- **Would Only Good News Mean a Better World?** Dana R. Bullen, executive director, World Press Freedom Committee, Reston, Va. New York Law School symposium, New York City, May 21.
- **Can Journalistic Ethics Survive the Marketing Approach to News?** Everette E. Dennis, dean, school of journalism, University of Oregon, Eugene. Minnesota Newspaper Association annual convention, Minneapolis, March 6.
- **Computer Literacy: Option or Imperative.** Louis T. Rader, professor of business administration, University of Virginia, Charlottesville. Future of Literacy Conference, University of Maryland, College Park, April 3. (Or see June 1 *Vital Speeches of The Day.*)

• • •

From the Newspaper Personnel Relations Association annual conference, Seattle, June 27-30:

- **Personnel and the Bottom Line.** James G. Banman, NPRA president, and personnel director, The Denver Post.
- **Personnel Accountability—Fact or Fiction?** Frank A. Blethen, vice president, sales and marketing, The Seattle Times.

• • •

From the International Circulation Managers Association annual sales conference, New York City, June 20-24:

- **Doing Our P.A.R.T.S. (Progress And Respect Through Service) in Kansas City.** Jeffrey S. Hall, vice president/circulation, Kansas City (Mo.) Star and Times.
- **Single Copy Sales.** Tommy Knowles, circulation director, Newspaper Printing Corp., Nashville, Tenn.
- **Delivering Alternative Products.** Harry E. Coggins, alternate distribution manager, The Greenville (S.C.) News-Piedmont Co.
- **Newspaper and Cable: Competition for the Same Market.** D. Mel Tinney, manager, Cable Publishing Ventures, American Television Communications Corp., Englewood, Colo.

ANPA calendar

August

ANPA Research and Production Committee meeting
Tarrytown Hilton, Tarrytown, N.Y., Aug. 2-3

ANPA/RI Direct Screen Color Separation Seminar
ANPA Research Institute, Easton, Pa., Aug. 2-6

ANPA/RI Management Introduction to New Technology Seminar
ANPA Research Institute, Easton, Pa., Aug. 16-20

ANPA/Newspaper Personnel Relations Association Newspaper Training Conference
Marriott Pavilion, St. Louis, Aug. 24-27

ANPA Executive Committee meeting
Newsweek magazine, New York City, Aug. 31

September

ANPA Production Management Conference Arrangements Committee meeting
ANPA Research Institute, Easton, Pa., Sept. 8

ANPA Environmental, Research and Development, and Technical Services and Training committees meetings
ANPA Research Institute, Easton, Pa., Sept. 8-10

ANPA Research and Production Committee meeting
ANPA Research Institute, Easton, Pa., Sept. 10

ANPA/International Newspaper Promotion Association Management Skills for Newspaper Promotion Workshop
L'Enfant Plaza Hotel, Washington, D.C., Sept. 13-15

ANPA/RI Advanced Offset Press and Plate Seminar
ANPA Research Institute, Easton, Pa., Sept. 13-17

ANPA Executive Committee meeting
The Washington Post Co., Washington, D.C., Sept. 14

ANPA Convention Arrangements Committee meeting
Waldorf-Astoria Hotel, New York City, Sept. 14

ANPA Board of Directors meeting
Capital Hilton Hotel, Washington, D.C., Sept. 15-16

ANPA Press Bar Relations Committee meeting
The Fairfax Hotel, Washington, D.C., Sept. 16

ANPA/American Bar Association Task Force meeting
The Fairfax Hotel, Washington, D.C., Sept. 17

ANPA/NPRA Personnel Practices, Procedures and Policies Workshop
Colony Square Hotel, Atlanta, Sept. 19-22

ANPA Foundation Newspaper in Education Committee meeting
Sheraton International Conference Center, Reston, Va., Sept. 20-21

ANPA Government Affairs Committee meeting
Capital Hilton Hotel, Washington, D.C., Sept. 21-22

ANPA Training Committee meeting
American Press Institute, Reston, Va., Sept. 23

ANPA/RI Camera Techniques Seminar
ANPA Research Institute, Easton, Pa., Sept. 27-Oct. 1

ANPA Readership and Marketing Committee meeting
L'Enfant Plaza Hotel, Washington, D.C., Sept. 29

October

ANPA/ASNE/APME Leadership in the Newsroom Workshop
Radisson Hotel, Chicago, Oct. 4-6

ANPA Telecommunications Committee meeting
Capital Hilton Hotel, Washington, D.C., Oct. 4-6

ANPA/RI Basic Offset Press and Plate Seminar
ANPA Research Institute, Easton, Pa., Oct. 4-8

ANPA Labor and Personnel Relations Committee meeting
Capital Hilton Hotel, Washington, D.C., Oct. 5

ANPA Postal Committee meeting
Capital Hilton Hotel, Washington, D.C., Oct. 6-7

ANPA/Canadian Pulp and Paper Association Technical Section Joint Standing Committee meeting
Sheraton Center, Montreal, Oct. 7-8

ANPA Foundation Seminar on Counseling Women and Minorities
Flagship Inn, Arlington, Texas, Oct. 7-9

ANPA presstime Advisory Committee meeting
The Hearst Corp., New York City, Oct. 8

ANPA/ICMA International Newspaper Controllers and Finance Officers Circulation Computer Systems Symposium
St. Louis Marriott Airport Hotel, Oct. 11-13

ANPA Foundation NIE Instructor Training Seminar
Tanglewood on Texoma conference cen-
12-15

ntroduction to

Easton, Pa.

Congressional Information
SRI Acquisitions Service Inc.
4520 East-West Hwy., Suite 800
Washington, DC
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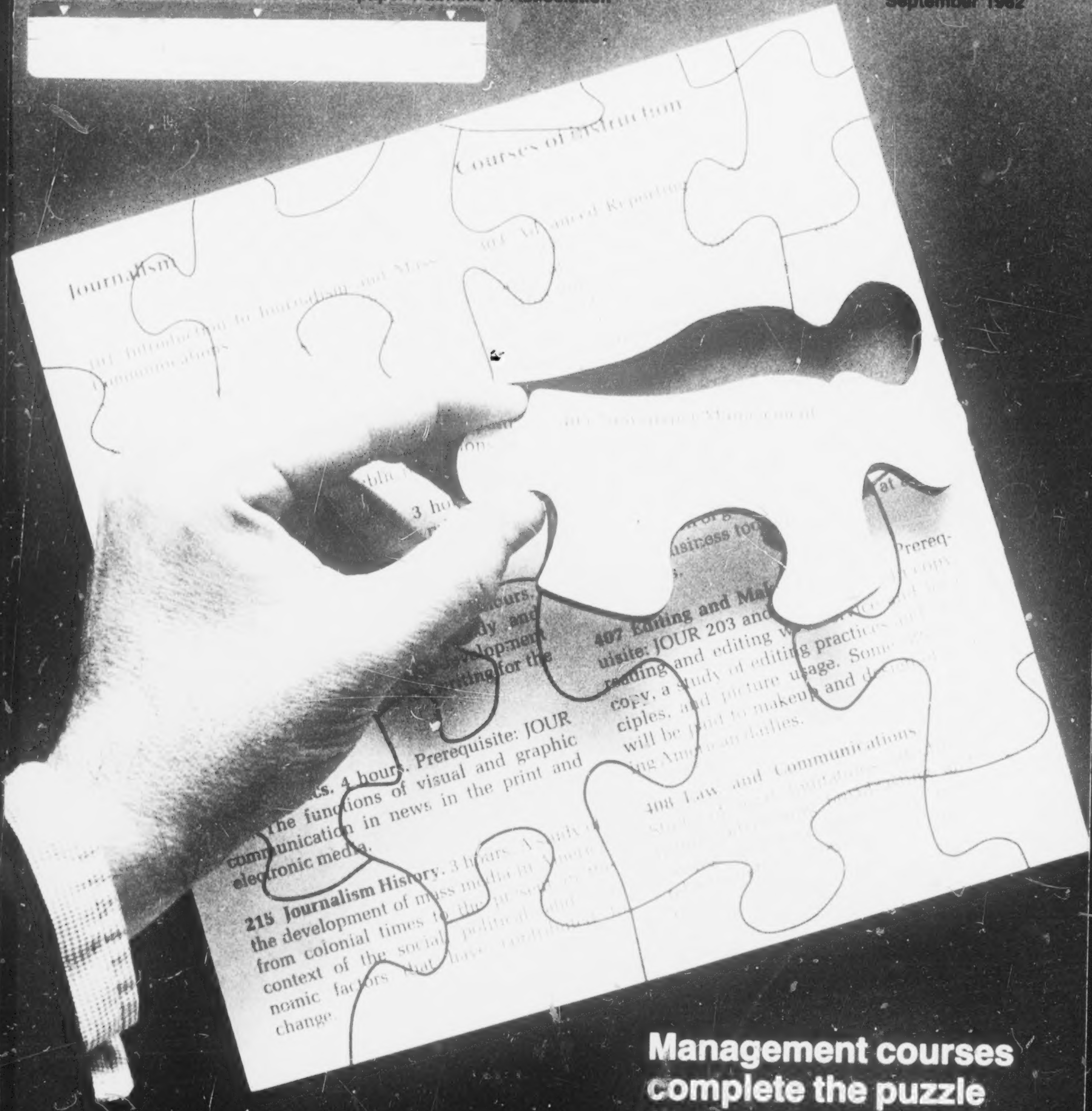
presstime

The Journal of the American Newspaper Publishers Association

September 1982


Journalism
Courses of Instruction
407 Editing and Makeup
215 Journalism History
408 Law and Communications

Management courses complete the puzzle for J-school students

BEST AVAILABLE COPY

chairman's corner

Here are some tools to use to cultivate a literate society

We in the newspaper business have many concerns in common with the business community as a whole. These include research, marketing, production and sales, just to name a few. But there is one area—although not uniquely our concern—that affects and challenges newspapers more than it does most other businesses. It's illiteracy.

William C. Marcil

Today, government studies indicate that a staggering 23 million Americans—one in five adults—are functionally illiterate; that is, they are reading at or below the 5th-grade level! Another study funded by the Ford Foundation even puts that figure closer to 50 million. Some businesses can adapt to a growing illiteracy rate in this country; we cannot.

We need a society that reads and writes. And that need is exceeded only by our responsibility to do what we can to make sure a literate society exists. I feel we can best meet that responsibility by continuing and increasing our involvement with the educational community at all levels.

ANPA Foundation, working with state and regional press associations, individual newspapers and educational institutions, has been involved for some time now in educational matters ranging from pre-school to college-level.

Some 600 newspapers now are involved in the Newspaper in Education program in the home, in grade schools and at the high-school level. Educators across the country have cited newspapers as a valuable tool for increasing student interest and for improving test scores in any number of subject areas. In February, the International Reading Association will join our Foundation and other organizations in sponsoring National NIE Week in all 50 states. If your newspaper doesn't have a program, National NIE Week will provide an excellent opportunity for you to start one.

Another place newspapers can help is with high school journalism classes and newspapers. Your regular visits can provide the students professional advice, a realistic view of journalism as a career, and exposure to your enthusiasm and commitment.

Recognition of outstanding high school journalists and their newspapers is another important tool you can use in generating interest in newspapers. ANPA Foundation has several programs designed toward this end.

The Foundation also is involved in journalism education at the college level. Because newspapers, according to a recent survey, recruit 80 percent of their new newsroom employees from J-schools, this is a crucial area for involvement by newspaper executives.

A literate society, quality newspapers and quality education go hand-in-hand. None can exist without the other.

For more information on how your newspaper can help its society and itself, contact the ANPA Foundation.

Bill Marcil

William C. Marcil
Chairman and President

ANPA

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index

presstime Volume 4, Number 9 September 1982

Management courses
complete the puzzle
for J-school students

NEWSPAPER BUSINESS COURSES, p. 4
(Cover by Shirley Schainblatt, Margaret Genovese.)

NIE, p. 24

COLOR, p. 40

special report 4
Newspaper management courses are being added by journalism schools to help prepare students to be more knowledgeable employees today and effective managers tomorrow.

postal affairs 9
New task force seeks study to determine newspapers' posture on third-class rates.

telecommunications 10
The long battle is over as AT&T and the Justice Department agree to a federal judge's changes in their consent decree. The final settlement includes ANPA's "diversity principle."

courts 14
U.S. Supreme Court and Tennessee appeals court consider tax cases involving newspapers.

legislation 15
Tax bill extends moratorium on reclassifying independent contractors as employees.

regulations 15
OSHA delays effective date of a portion of its hearing conservation amendment.

training 16
ANPA schedules 19 seminars for the first six months of 1983.

world press 18
Most troublesome press problems are avoided at UNESCO cultural conference in Mexico City.

news research 19
ANPA News Research Report says readers prefer modular format, color on front pages.

profile 22
Editor-turned-educator Reese Cleghorn's goal is to develop a superior J-school.

essay 23
Literacy project director Norman Manasa advocates using college students to tutor illiterates.

education 24
Oklahoma Newspaper Foundation and the state launch statewide NIE program.

advertising 26
Newspapers institute innovative discount plans to boost advertising linage.

newsprint 29
Newsprint prices outpace economic indices, study shows.

employee relations 32
Guild and ITU merger committees continue to deliberate on possible marriage of unions.

circulation 38
Selling newspapers from bus racks fails in one city but succeeds in three others.

technology 40
While newspaper color has increased in use and improved in quality, it still has a way to go.

newspaper business 44
Despite risks, the dream of starting a major metropolitan daily still can become a reality.

Also in this issue

photography 20
transportation 39
exchange 49
'Shoe' 49
ANPA news 50
speeches inside back cover
ANPA calendar back cover

Programs introduced, expanded

Management blossoms in J-schools' curricula

By Margaret Genovese
presstime staff writer

For years now, newspaper editors and publishers have lamented the fact that too many freshly graduated journalism majors have deficiencies in writing, grammar and spelling. The nation's journalism schools have responded by introducing such things as English competency tests and writing skills laboratories.

With such a fundamental problem at hand, journalism deans and professors have assigned a lower priority to another deficiency: young journalists' limited knowledge of how a newspaper operates.

But, ever so quietly, that is changing.

The journalism schools, prodded by newspaper organizations and individual newspapers, increasingly are offering courses predicated on the principle that to be an effective member of a newspaper staff today—and an effective manager tomorrow—one must have an understanding of the "business" side of newspapering.

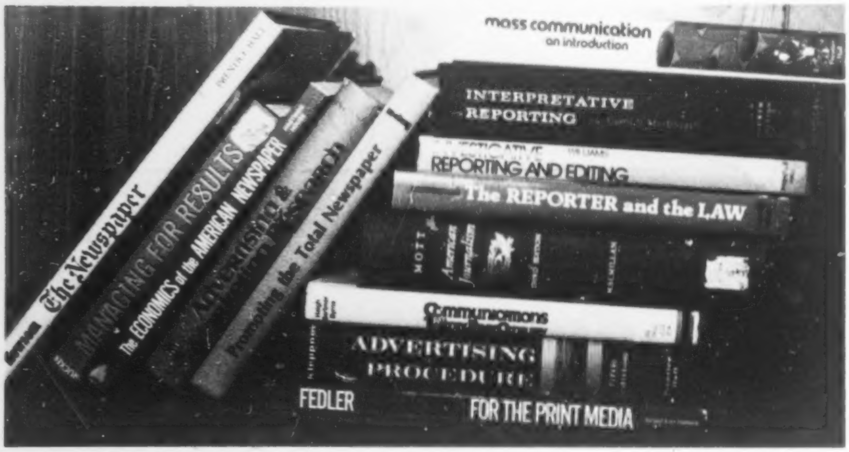
A presstime questionnaire mailed in mid-summer to 299 accredited and non-accredited journalism programs in the United States and Canada revealed that of 97 schools responding, 41 (or 42 percent) had some form of newspaper management instruction. Some of the courses go back a half century. But at more than half of the 41, they were inaugurated since 1970.

Seven other schools said they will begin offering newspaper-management courses or complete programs in that area when the classroom doors open this month for the 1982-83 academic year.

Leading journalism educators confirm the trend and acknowledge there is a need for schools to do more in this area.

The growth of management instruction is "one of the significant developments in journalism education in the last five to 10 years," says Everette E. Dennis, dean of the University of Oregon School of Journalism.

"There has been a movement in recent years, and a great deal of talk about, expanding the teaching of management, of circulation, of advertising and so on. I think it's time for the journalism schools to get into this in a much greater degree," says Richard R. Cole, dean of the School of Journalism at the University of North Carolina.



New texts on management are pushing their way onto journalism students' bookshelves.

Dennis and Cole are president-elect and president, respectively, of the Association for Education in Journalism and Mass Communication.

The need. To Scott C. Schurz, publisher of The Herald-Telephone in Bloomington, Ind., a journalism school not teaching newspaper management is "like medical schools not teaching surgery; it's like law schools not teaching civil as well as criminal law."

And Schurz, co-chairman of the AEJMC-ANPA Foundation Cooperative Committee on Journalism Education, sees a greater need today than ever before for journalism students to study newspaper management. Why? "My suggestion to you would be to interview someone from The Washington Star, The (Philadelphia) Bulletin or The Cleveland Press," he replies.

Marketing research consultant Christine D. Urban agrees with Schurz on the growing need for journalists knowledgeable about more than one facet of the newspaper business.

Thirty or 40 years ago, when newspapers did not face the competition or the cost pressures they face today, walls between the editorial and business departments of a newspaper perhaps did not matter as much as they do now, says Urban, president of Urban & Associates Inc. and a faculty member for ANPA-cosponsored training programs for professional newspaper people.

Today, she says, "you can't artificially separate (the various departments of a newspaper) and be successful at it." A reporter must know his or her audience, how the job fits into the overall newspaper operation, and how it contributes to the newspaper's long-term viability, she says. "There is really no one corner to hide in and say: 'I'm a writer, I write.'"

The response. The question of whether J-schools should teach newspaper management has been answered in ways ranging from a wholehearted embrace of the idea to the cold shoulder.

For example, a few schools—the University of Missouri, Arkansas State University and Howard University, to name three that responded to the presstime questionnaire—provide opportunities for undergraduate students to specialize in publishing or managing newspapers.

The other extreme is the moss-backed position championed by publisher Joseph Pulitzer back in 1904. It held that instruction in the business-side of newspapering should not be any part of the journalism curriculum.

The trend emerging is toward a middle ground. Schools that teach newspaper management do it, for the most part, with a single course on the newspaper, its departments and their interrelationships.

The course may be called "Newspaper Management," or, if it deals primarily with the management of smaller newspapers, "The Community Newspaper" or "Community Journalism." Some schools that cannot justify offering such a narrowly targeted course enlarge the concept to cover other media besides newspapers.

At George Washington University in Washington, D.C., the "News Publication Management" course was added in the 1974-75 school year "primarily to allow students to see the news operation of newspapers and magazines as part of the overall business operation," says Journalism Department Chairman Philip Robbins.

"We found that our graduates were reporting back to us that they had relatively little idea when they went into the 'real world' that in fact what you could do in the editorial end was, well, limited at least by the overall enterprise of a profitmaking company," Robbins says.

The "Newspaper Management, Problems and Ethics" course at North Texas State University's Department of Journalism also "assumes," says Professor James L. Rogers, "that almost anyone who stays with a newspaper career very long is going to end up as a manager." Graduates going to smaller dailies and weeklies "wind up rather soon with some managerial responsibilities," he says. "So we attempt to give them some insight into the processes toward management."

The courses generally cover the a-b-c's—the advertising, business and circulation departments and how they relate to the news-editorial department—and more. (See story, p. 7.)

The faculty. Because the content of a newspaper-management course is sure to reflect the instructor's personal experience, some schools prefer a teacher who is or has been involved in publishing.

Virginia Polytechnic Institute and State University selected such a person. "This is a class that no one here would be ideally suited for," explains Sam G. Riley, head of the Department of Communications Studies.

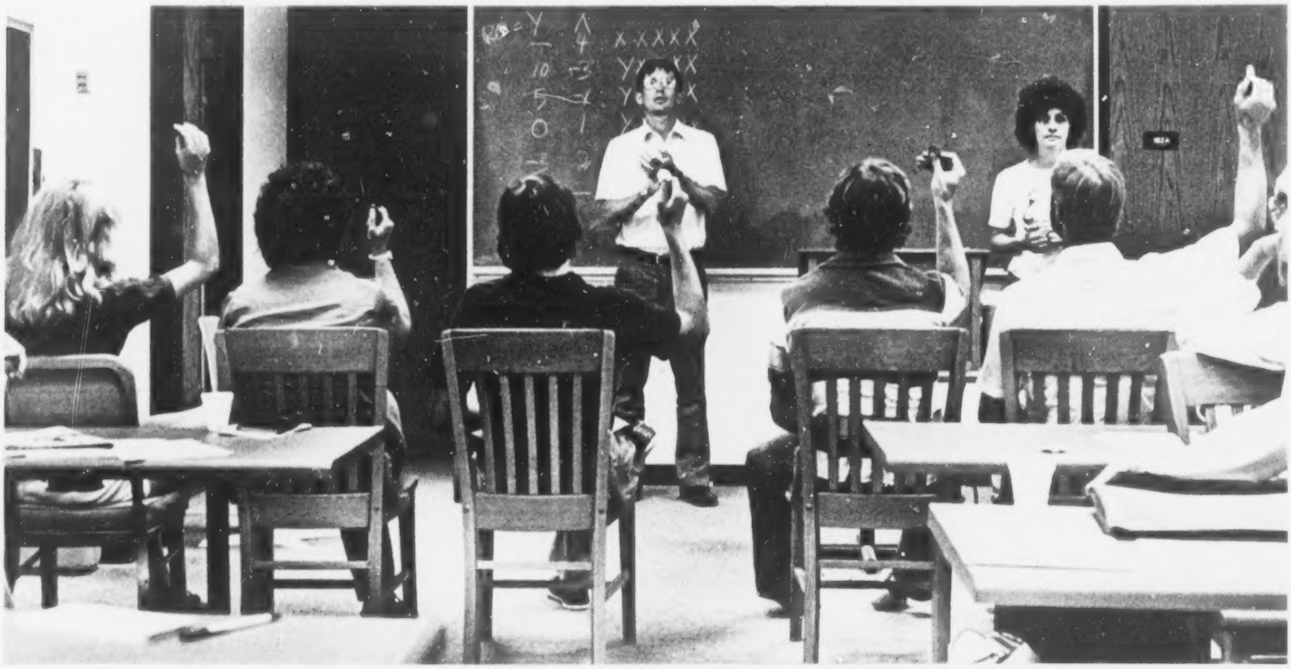
Plans are being finalized for Barton W. Morris, chairman of the board of the Times-World Corp., which publishes the nearby Roanoke Times & World News, to teach the new course.

However, extensive practical experience is not an absolute necessity. And there are ways for teachers lacking it to remedy the situation.

For instance, at Marquette University in Wisconsin, College of Journalism Dean James F. Scotton last year dispatched a news-editorial-oriented faculty member to The Milwaukee Journal to spend the summer studying its operations before turning him loose as a management teacher. This summer, a second faculty member did the same thing.

"It has worked out well," says Scotton—so well, in fact, that the two are planning to combine their news-editorial backgrounds with their newly acquired business-wide perspective in the form of texts—one on circulation and the other on personnel and labor relations. Two other books are planned on advertising and marketing. Research for the circulation volume is being funded by the International Circulation Managers Association.

The materials. Journalism faculty members without managerial or business expe-



Associate Professor James A. Wall conducts a "bargaining exercise" for University of Missouri's Management in Media class.

A journalism school not teaching newspaper management is "like medical schools not teaching surgery; it's like law schools not teaching civil as well as criminal law."

Scott C. Schurz
The Herald-Telephone, Bloomington, Ind.

rience could teach newspaper management "if there were good pedagogical material available to them, but right now it is quite limited," says Jon G. Udell, Irwin Maier Professor of Business at the University of Wisconsin.

ANPA Foundation, concerned that journalism students and educators lacked a sufficient appreciation of the role economics plays in newspapering, commissioned Udell—the Association's economics consultant—to write a book, *The Economics of the American Newspaper,* published in 1978.

This year, the Foundation is making available to schools of journalism, at cost ($45), a 20-minute slide presentation of "The Total Newspaper," developed by Paul S. Hirt, senior vice president and assistant to the publisher of the Chicago Sun-Times and chairman of the Education/Careers Committee of the International Newspaper Promotion Association. Hirt and INPA have been on a crusade for the past dozen years to get this kind of material into the journalism school curriculum.

The National Newspaper Foundation, the educational arm of the National Newspaper Association, last year published *The Newspaper.* The book, which covers all newspaper operations, also is used in J-school classrooms.

Other books that instructors of newspaper management are using include *Newspaper Organization and Management* by Herbert Lee Williams; *The Grassroots Press: America's Community Newspapers* by John Cameron Sim; *Community Journalism: A Way of Life* by Bruce M. Kennedy, *American Newspapers in the 1980s* by Ernest C. Hynds; and *The Suburban Press: A Separate Journalism* by Hal Lister.

J-school faculties frequently supplement them with other books, trade journals and information prepared by professional newspaper business organizations, including the Institute of Newspaper Controllers and Finance Officers.

Richard G. Gray, director of the School of Journalism at Indiana University, laments the fact that more materials about the business are unavailable for newspaper management courses. "Newspapers are so secretive about their operations. They make it very difficult for schools to do legitimate research," he says. Even when a newspaper goes out of business—presumably the worst-case situation that students should be taught how to avoid—it is hard to determine why, he adds.

Another problem some J-schools encounter is relatively small demand for management courses from undergraduates, although students who take the courses are reported to be stimulated by them.

William A. Bridges, chairman of the Journalism Department at Franklin (Ind.) College, relates this story to illustrate the point:

One of his best students, a senior, signed up two years ago for the "Print Media Management" course but decided against taking it at the last minute, opting instead for a liberal arts course.

"He graduated and was hired as editor of his hometown weekly," recalls Bridges. "He had been there three months and the publisher came by and said, 'You are doing an awfully good job out there, how would you like not only to be editor but general manager of both the newspaper and the (commercial) printing operation?' He *needed* that course, but at the time when he was in school he didn't see himself doing that; he saw himself being a reporter and editor."

"It may be," Bridges concludes, "we don't do a good enough job of selling our students that 'It can happen to you. You may find yourself in a management position.'"

North Texas State has one remedy for the problem. It is making its newspaper management course, which has been an elective, a requirement for students enrolled in the news-editorial sequence.

"In the past, we have required that students take either 'Law of the Press' or 'Newspaper Management,' but next year they must take both of those," says Chairman Reg Westmoreland. The change will make a previously required course on the history of journalism an elective.

"We want these students to at least have some preparation for moving into management positions," Westmoreland says. "And we would like to have students with news orientation move into management positions. We think this is a first step."

Going one step farther. However, there are journalism undergraduates who recognize early that they eventually will want to be managers or even own their own newspapers and who desire to delve more deeply into the study of management. A few schools provide them with this opportunity. Here are some approaches:

- At the Henry W. Grady School of Journalism and Mass Communication at the University of Georgia, a "Publication Management" emphasis—specialization but not to the extent of a full sequence—is offered for news-editorial students. This program requires students to take the school's "Newspaper Management" course plus a minor in business.
- At the University of Oregon's J-school, the program is not so formalized. Professor Roy Halverson, who teaches the "Daily and Weekly Newspaper Management Course," says students who know they want to be managers, or who have been "turned on" by his course, embark on a course of study that includes classes in the business school in accounting, marketing, management, business statistics and finance. They also spend approximately 10 hours a week for a term as interns in the business office at a newspaper, usually the Eugene Register-Guard.
- At the University of Mississippi, Journalism Department Chairman Will Norton Jr. says students with an interest in man-

agement are steered toward the Bachelor of Science in Journalism program offered by the School of Business Administration. That program is heavy on business courses, but also has a solid core of classroom journalism.

Other schools actively encourage their students to take B-school courses.

Samuel V. Kennedy, III, associate professor of journalism at Syracuse University's S.I. Newhouse School of Public Communications, notes that schools like Syracuse—with strong business and journalism schools—can effectively use the resources of both to meet the needs of their students.

He contends that "newspaper management" really is two different things: one, the newspaper's organization and function, something that the journalism school faculty is better equipped to teach; and two, skills in such areas as accounting, finance and personnel management, which are better left to the business school.

Syracuse offers undergraduate and graduate courses in newspaper management in the J-school and also offers a master's in media administration degree in cooperation with the university's School of Management.

Cooperation also can avoid duplication. Ohio State University's School of Journalism has a newspaper management course and directs students who want more management training to the business school, according to Sharon S. Brock, the J-school's assistant to the director.

"While the media have some special business problems which should be discussed in a course or two, we find that our students have an entire business departmen at their disposal if they wish to take business and management courses," Brock says. "At this time, we need to keep our newswriting, reporting, advertising, editing, photojournalism courses strong. These are areas that our students can't find in other parts of campus."

The blending of these two types of instruction was the core of the debate last

"You can't artificially separate (the various departments of a newspaper) and be successful at it. . . . There is really no one corner to hide in and say: 'I'm a writer, I write.'"

Christine D. Urban
Urban & Associates Inc.

Journalism 564: the nitty-gritty of publishing

"I want to buy a daily in Georgia. It would be our first paper in the South. If I succeed, you will be the publisher with complete responsibility for all business and editorial matters. This would be an enormous opportunity for you.

"I am assigning you to do a market survey in Athens and an analysis of the media picture there. Your future and a great many of Consolidated's dollars could depend on how well you do."

Marching orders from the head of a major newspaper group to an up-and-coming member of the corporate team? No, a term paper in Journalism 564 at the Henry W. Grady School of Journalism and Mass Communication, University of Georgia.

Before the end of the semester, the undergraduate students taking "Newspaper Management" will learn not only the skills to complete this assignment, but about what is expected of a newspaper manager, how to determine a newspaper's relevance to its market and how to judge a newspaper's competition.

They will learn about short and long-term planning—and such planning tools as budgets, management by objectives and interdepartmental conferences. And they will learn about personnel, news, advertising, promotion, production, new technology, circulation, cost control, total market coverage, zoning, electronic home delivery, p.m. vs. a.m. publishing schedules, legal problems, newspaper groups, acquisitions/diversification, and more.

Quite a plateful.

"They are ravenous for this material," says Visiting Professor Conrad C. Fink, who taught his first newspaper management class last spring. "They absorb it like sponges. I was absolutely astounded."

Journalism Dean Scott M. Cutlip confirms that the response to Fink's class was enthusiastic. "He works their tails off, but they love it," he says.

In determining what to include in a course on newspaper management, Fink—a former executive with the Park Communications Group and the Associated Press—says he asked himself: "If I were young and starting out all over again, what would I want to know about the business—or what would I need to know about the business?"

After his first foray into the classroom, Fink says he has changed the course somewhat, expanding on zoning and target marketing, on the competition between suburban and metro newspapers, and on the future of newspapers. On the latter, he found students "shaken by the deaths of major newspapers." So he decided to "strengthen my material indicating the intelligent, aggressive manager of the future will have bright prospects in a healthy industry."

Besides the course in newspaper management, the Georgia J-school offers an "emphasis" in "Publication Management" for its news-editorial students; and, on the graduate level, a master's degree program in Communication Media Management, sponsored jointly with the College of Business Administration.

The school also is circulating among newspaper business executives a proposal for establishment of a Media Management Center that would tap the university's teaching resources in journalism, economics, law, ethics, accounting, banking/finance, marketing, labor and personnel. ☐

year over the reaccreditation of the University of Missouri's "Newspaper Publishing" sequence. Until that unsuccessful bid for reaccreditation, Missouri's was the only management-type sequence fully sanctioned by the Accrediting Council on Education in Journalism and Mass Communications.

According to Wisconsin publisher John M. Lavine, a member of the accrediting team sent to Missouri, the ACEJMC's view was that the school had not sufficiently addressed deficiencies identified by previous accreditors—mainly, a lack of student exposure to such business-management areas as accounting, personnel management and law.

Missouri Associate Dean Roger A. Gafke maintains the school had addressed these weaknesses, but not to the extent of adding more business-management course work to the sequence. The faculty, says Gafke, felt it was not practical to offer a true management sequence and still give the student necessary entry-level skills in reporting and advertising—all within the 25 percent of "professional" courses to which ACEJMC limits accredited programs.

In 1979, Missouri did initiate a "Media Management" emphasis for undergraduate students in any of its six sequences, including "Newspaper Publishing." Among the requirements in this emphasis is that students complete 12 hours of courses in the College of Business Administration. Courses that are highly recommended for these students are in accounting, management and personnel management, collective bargaining, organizational behavior, marketing and finance.

Mid-career/graduate school. While undergraduate newspaper management courses can give students an appreciation of the total newspaper and the idea that a "manager" title may someday be theirs, some people argue that on-campus managerial training should be left to graduate schools. Mid-career journalists, this argument says, are more likely to be looking for management skills.

That was the case at Murray State University in Kentucky, where newspaper management was added to the master's curriculum "because we had people coming back who had been out in the field wanting it," says Professor Robert H. McGaughey.

Chuck Henderson, business manager of the Kentucky New Era in Hopkinsville, gives a pressroom tour to four students in the newspaper management course at Murray State.

There also is the question of whether the future of the newspaper business in these competitive times should be charted by persons with MBA degrees and little or no background in the history and role of the newspaper in society.

To meet the need he saw for well-trained media managers, H.J. Jurgensmeyer, a retired executive with Knight-Ridder Newspapers Inc., developed a program leading to a master's degree in Media Administration at the University of Miami's Department of Communication.

Jurgensmeyer considers his program, aimed at preparing mid-career journalists for high-level management positions, a viable alternative to an MBA. The program, he explains, has a heavy requirement of core business courses, but it is "focused very tightly, like a telescopic rifle sight, on the media."

The future. Whether to address newspaper management in their curricula and how much of a priority to give it are decisions that individual schools must make in the context of their size, faculty, resources and mission.

But two comprehensive studies are underway that may help guide the schools in deciding whether newspaper-management is a piece of their curriculum puzzle; and if it is, what shape it should take.

Oregon's J-school, working with a $64,990 grant from the Gannett Foundation, is conducting a study that will lead to a recommended new, model journalism curriculum. "I would assume that we would want a management component in any journalism education program in the future," says dean Dennis.

One question he has is how the component should be organized—should courses deal with a specific medium or all media? Another relates to the basic question of whether journalism education in the future is going to be primarily concerned with undergraduates, or—as the numbers of undergraduates drop—is it going to be doing more with mid-career professionals? Dennis believes the model curriculum will be developed by early 1984.

Well before then—by this November, in fact—the Journalism Education Committee of the Associated Press Managing Editors Association will have released results of a study on where journalism education will be by 1990.

As part of that study, a questionnaire was distributed recently to journalism teachers, newspaper editors and others. It included questions such as: Should journalism schools teach newsroom management? Should J-schools develop close working relationships with other professional schools, including business schools? Should B-school students spend time in the J-schools to learn about newspaper marketing, circulation and advertising?

The answers should further clarify how well journalism schools meet the challenge of turning out graduates who not only write well, but who also have a good grasp of how "the total newspaper" operates. ☐

Newspaper panel urges study for position on 3rd-class rates

A new newspaper-business task force has proposed a study to help resolve the question of whether lower, higher or unchanged third-class postal rates would offer the best competitive situation for newspapers.

At its first meeting Aug. 17 in Washington, D.C., the group—consisting of representatives of ANPA, the Newspaper Advertising Bureau and the National Newspaper Association—recommended that their boards of directors authorize such a study.

Task Force Chairman Otto A. Silha, chairman of Cowles Media Co., said such a study could help newspaper interests avoid being "blindsided" when future controversies over third-class mail arise.

The group's main concerns are:

- Higher rates and a lower maximum weight allowance for third-class mail could help newspapers whose preprint revenues are threatened by "marriage mail" firms that combine preprinted circulars and mail them as a single unit for a low price.
- On the other hand, increased rates and tighter regulations could hurt newspapers that are in the marriage-mail business themselves.

The task force discussed ways of making it easier for newspapers that are—or are contemplating becoming—marriage mailers. The panel may recommend that the press organizations ask the U.S. Postal Service Board of Governors and the independent Postal Rate Commission to hold proceedings for a change in the allowable size for carrier-route, pre-sorted, third-class mail.

The goal would be to enable more newspapers to print direct-mail pieces without quarterfolding. Most newspapers' press sizes are slightly too large to meet USPS requirements for a lower rate. Requested would be an increase in size from 11.5 by 13.5 inches to 12 by 15 inches.

The panel also decided to explore the feasibility of hiring outside economic counsel to help on any new postal studies.

The action came two weeks after the latest chapter was written in the bizarre saga of third-class mail rates.

On Aug. 3, the Postal Service Board of Governors, by making a simple name change, ensured that third-class rates stay at current levels for the time being. The governors changed from "permanent" to "temporary" the description of third-class rates in effect since Nov. 1 of last year.

That satisfied a ruling by the 2nd U.S. Circuit Court of Appeals that "permanent" rates at the higher third-class levels were inappropriate because they had not been adopted as a result of a normal rate recommendation from the rate commission [presstime, Aug. 1982, p. 18].

Instead, they had been implemented after a harangue between the governors and the commission during the last rate case. Under those circumstances, the court said, only "temporary" third-class rates could be in force until the next major rate proposal is presented.

But the issue may arise in the interim as the result of court action by the Direct Mail Marketing Association Inc., which favors lower third-class rates. DMMA asked the U.S. District Court in New York to block the governors' latest action. A decision from the court was pending in late August.

Also, a mailer of relatively heavy catalogs who uses presorted third-class mail filed a complaint with the rate commission and a suit against the commission in U.S. District Court, Chicago. That firm claimed current third-class rates—as sustained by the governors—are unfair to his business. Decisions on that matter also were pending in late August. ☐

Supreme Court asked to affirm original procedure in rate cases

ANPA told the U.S. Supreme Court it supports a postal rate-making methodology that takes into account a number of subjective factors as specified in the 1970 Postal Reorganization Act.

The Association believes that consideration of these factors, such as the educational and informational value of mail, would benefit second-class and other mailers.

In a friend-of-the-court brief filed on behalf of the Postal Service in *National Association of Greeting Card Publishers v. U.S. Postal Service*, ANPA asked the court to affirm a decision of the 2nd U.S. Circuit Court of Appeals in New York. That decision upheld a two-step, rate-making procedure that has usually resulted in lower second-class rates and higher third-class rates.

The same procedure had been struck down in 1976 by the U.S. Circuit Court of Appeals for the District of Columbia, which called for a system that more closely identified and allocated costs per specific class of mail.

The independent Postal Rate Commission, the agency charged with recommending new postal rates, responded to the 1976 action by developing a three-step process. It took less into account such subjective factors as the effect of rate increases on the public and businesses, available alternatives to the public, and the informational value of the mail.

The 2nd Circuit, however, later disagreed with the Washington, D.C., court and said the PRC was free to take into consideration all factors in the statute—not primarily hard cost factors.

Without delving into economic arguments, ANPA said in its brief filed early this month that Congress intended all the statute's factors to be taken into account "with none predominant. The court should defer to the expert agencies—the Postal Service and the PRC—in their choice of cost allocation methodologies."

The Association also said the public interest is served "by those agencies having maximum latitude, within the statutory framework, to set postal rates."

ANPA, joined in its brief by the National Newspaper Association, urged the court not to embroil itself "in the question of which of several costing methodologies is most appropriate."

The National Association of Greeting Card Publishers believes the three-tier process results in first-class rates that are relatively lower than under the two-step plan. ☐

Diversity principle becomes law

Court approves AT&T consent decree

By C. David Rambo
presstime staff writer

AP

"AT&T's mere presence in the electronic publishing area would be likely to deter other potential competitors from even entering the market."

Judge Harold H. Greene
U.S. District Court

The United States has a new telecommunications policy allowing AT&T to enter important computer markets but protecting fledgling electronic information markets from being overpowered by the giant firm.

Assurance of the new policy came Aug. 19 when AT&T and the U.S. Justice Department said they would accept U.S. District Court Judge Harold H. Greene's modifications to their proposed antitrust consent decree. Final approval came Aug. 24.

AT&T was satisfied; the government said justice was served; and the newspaper business and others won protection from what they feared could be unfair competition in the early years of the new technology's development.

"I think it was one of those happy situations where it was win-win-win," said Robert G. Marbut, chairman of the strategy group that has steered ANPA telecommunications lobbying and other public-policy efforts over the past two and a half years. "Nobody walked away with all the marbles, but everybody walked away with some of what they wanted for their own special interests."

Judge Greene, whose court serves the District of Columbia, told AT&T and the Justice Department Aug. 11 that he would find their decree "in the public interest" if they agreed to his changes. Otherwise, he said, the decree would be rejected and trial would resume in the government's seven-year-old antitrust case against Ma Bell.

Greene's changes do not affect the basic divestiture provision of the settlement whereby AT&T will spin off its 22 Bell operating companies, or BOCs, but retain the Bell Labs research arm, the Western Electric equipment-manufacturing arm and the Long Lines division which handles all Bell long-distance business.

However, the judge agreed with ANPA's "diversity principle" argument against letting AT&T move into electronic publishing until competition had a fair chance to develop. Thus he prohibited AT&T from entering the field for at least seven years. The original settlement proposal of Jan. 8 banned the BOCs from entering the field, and Greene did not change that provision.

The judge's modifications also will allow the BOCs to keep the $2.2-billion print Yellow Pages business and to sell, although not manufacture, telephone terminal equipment. The original settlement allowed the BOCs neither of these services.

AT&T told Greene it would accept his changes "because of the imperative need to end the uncertainties presently overhanging the Bell System." AT&T Chairman Charles L. Brown—echoing comments he made at the ANPA Convention in April—maintained that the prohibition on AT&T from electronic publishing "is almost a nonissue with us."

The Justice Department said it, too, would accept the changes "because the alternatives available would pose unacceptable costs to the public interest."

The agency did propose, however, that Greene limit the BOCs' initial equipment marketing to simple, one-line home or business phones. Although Greene rejected the proposal on Aug. 23, the department said it still would sign the modified decree. Justice officials said they believe the BOCs' equipment selling is "a very substantial competitive danger" to other telephone equipment marketers.

Rep. Timothy E. Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee, who announced July 20 he was giving up on his telecommunications legislation for the 97th Congress, said the changes were consistent with goals of that legislation, HR 5158 [presstime, Aug. 1982, p. 12].

Nevertheless, Wirth said legislation still is needed because Congress should establish telecommunications policy rather than the courts. "Congress should not abdicate its responsibility," he said.

ANPA Chairman and President William C. Marcil, noting the "substantive policy gains" as a result of the court action, said ANPA played an important role. "It was a very good time for a newspaper to be a member of ANPA. Through no other vehicle could our diverse business have accomplished such a victory."

Marcil singled out Marbut for particular praise, saying the strategy group chairman's "extremely effective" work was "beyond the call of duty." Marcil also commended ANPA staff and communications counsel for performing with "finesse and alacrity."

Marbut, chief executive officer of Harte-Hanks Communications Inc., said the court action clarified ground rules for new-technology markets and helped define the dominant common carrier's role.

He said while legislation still is needed to update the 1934 Communications Act and to "codify" points of the decree, the court action will prevent AT&T in the interim from entering new electronic markets. Trying to get AT&T out of those markets later without the decree would be "like getting toothpaste back into the tube."

Especially significant, Marbut added, was Greene's recognition and articulation of concerns relating to the need for a diversity of information sources.

In his 178-page response detailing decree modifications, Greene said if AT&T entered the electronic publishing market now, "the combination of its financial, technological, manufacturing and marketing resources would dwarf any efforts of its competitors. In fact, AT&T's mere presence in the electronic publishing area would be likely to deter other potential competitors from even entering the market."

Greene said electronic publishing competitors "could easily be crushed" if AT&T engaged in anticompetitive behavior because "unlike most products and services, information in general and news in particular are by definition especially sensitive to even small impediments or delays."

The judge continued that the record of the trial in the government's antitrust suit against AT&T "reveals many instances when AT&T was slow to respond to the needs of competitors, both in providing essential products or parts and in servicing these products and parts. Any delays of that kind, were they to occur in the context of the transmission of electronic publishing information, would quickly cause subscribers to desert their unreliable publishers and thus cripple AT&T's competitors in that business."

Greene's agreement with ANPA's position was evident when he asserted that AT&T's entry into electronic publishing "poses a substantial danger" to the "First Amendment principle of diversity.

"AT&T's ability to use its control of the interexchange network to reduce or eliminate competition in the electronic publishing industry is the source of this threat," he said.

Under Greene's modifications, AT&T can provide electronic directory services—limited to name, address, phone number and product or service category. It also can give electronic time and weather reports and continue existing "Dial-It" audio information services.

In addition, AT&T will not be permanently barred from electronic publishing. "The restriction on electronic publishing—like any limitation on competition—should only remain in effect for the period necessary to establish conditions conducive to free and fair competition," the judge said.

In this case, he said, the court will place a seven-year limit on the prohibition. Thus in 1989, AT&T could petition the court for permission to enter the market. The court would lift the prohibition unless another party could show that "competitive conditions clearly require the maintenance of the ban."

ANPA Vice President/General Counsel W. Terry Maguire said the Association will be evaluating ways to monitor market conditions during the seven-year period.

The consent decree prohibits BOCs from electronic publishing until sufficient market competition develops among alternate local transmission facilities. Unlike the AT&T provision, there is no time period specified for possible termination of that ban. Individual BOCs must prove to the court that their markets have matured to the point that they could not use their monopoly power to impede competition.

ANPA Legislative Counsel Douglas R. Watts said current research data show BOCs likely will not be able to enter electronic publishing markets until the next century.

Among other points of Greene's modifications:

- Print Yellow Pages will remain with the BOCs because they are profitable and can help hold down rates. Loss of such a "subsidy" would be "clearly contrary to the goal of providing affordable telephone service for all Americans," Greene said.
- BOCs will be allowed to sell, but not manufacture, telephone terminal equipment. Some observers believe BOC entry into equipment marketing could result in lower equipment prices.

Greene said there was "little potential"

AT&T settlement

AT&T Justice Department plan Announced Jan. 8, 1982	Judge Greene's plan Approved Aug. 24, 1982
AT&T must spin off its 22 local telephone companies (BOCs); keeps Bell Labs, Western Electric and all long-distance facilities.	No change.
National AT&T could enter electronic publishing, including electronic Yellow Pages.	AT&T prohibited from electronic publishing, including electronic Yellow Pages, for at least seven years. AT&T could offer electronic directory listings consisting only of name, address and phone number, arranged by business category.
BOCs prohibited from electronic publishing, including electronic Yellow Pages, until adequate alternative transmission facilities develop.	No change.
$2.2 billion print Yellow Pages business goes to national AT&T.	Print Yellow Pages business stays with BOCs as important revenue source for holding down local rates. However, AT&T not prohibited from the business.
National AT&T and BOCs must provide nondiscriminatory access to transmission facilities.	No change.
BOCs prohibited from sale and manufacture of terminal equipment.	BOCs may sell, but not manufacture, terminal equipment.
Under antitrust law, outside parties, such as ANPA, may ask Justice Department to enforce decree should violations occur.	Outside parties given the additional right of asking the U.S. District Court to enforce decree if unsatisfied with Justice Department action.

for the local companies to engage in anticompetitive behavior in the sale of the equipment as Justice Department officials alleged.

Robert G. Marbut

He added that the BOCs, "with their existing relationship to telephone users, are more likely than any other competitive entity to provide an effective counterbalance to AT&T's market strength and thereby to promote a genuinely competitive market."

- ANPA and other groups will have more of an opportunity to see that AT&T lives up to terms of the decree. Before Greene's modifications, third parties' recourse should violations occur would have been to ask the Justice Department to enforce the decree. Under the modifications, if parties are not satisfied with the Justice Department's response, they may petition the District Court for the District of Columbia directly for relief.

AT&T and the Justice Department Aug. 24 filed their modified decree with Greene. He signed it the same day.

Reorganization of AT&T will occur over the next year and a half. It will be carried out under a divestiture plan that AT&T must submit to the Justice Department within six months.

"What happens now and in the next couple of years will more or less set the stage for the 1990s," Marbut said. "My own personal hunch is that seven years is not going to see a great deal of change." That is why the newspaper business must monitor market developments with "continued vigilance"—using the same efforts that led to recognition and acceptance of ANPA public-policy concerns, he said.

"I think this marked a passage for ANPA," Marbut said. Before the Association began its efforts nearly two and a half years ago, "there was universal lack of interest, universal lack of understanding and certainly lack of support" for principles espoused by ANPA regarding a diversity of information sources. Now, he noted, "there is almost universal support."

Marbut predicted the Association's new expertise and credibility in Washington will be applied in more areas, such as postal affairs. □

Baltimore Sunpapers to get Viewtron data

A.S. Abell Publishing Co., publisher of the Sun newspapers in Baltimore, has become the third newspaper company to reach an agreement with Knight-Ridder Newspapers Inc. to explore the development of electronic home information services.

Under the proposed agreement announced July 26, Abell will receive information from all market tests of Viewtron, Knight-Ridder's videotex project, as well as information from the commercial launch of Viewtron, scheduled for mid-1983.

If results of the commercial service are encouraging, the companies will form a joint venture to offer Viewtron service in Maryland. Similar arrangements have been reached between Knight-Ridder and Affiliated Publications Inc., publisher of The Boston Globe, and Capital Cities Communications Inc. [presstime, May, 1982, p. 35]

Comments from key participants

- **U.S. District Court Judge Harold H. Greene:** "The history of the American economic system teaches that fair competition is more likely to benefit all, especially consumers, than an industry dominated by a single-company monopolist. There is no reason to believe that the experience of the telecommunications industry will be contrary to that rule."
- **William C. Marcil, ANPA chairman and president:** The substantive policy gains for both the press and the public in this endeavor are indeed substantial. But a similar importance attaches to the tremendous willingness of newspaper executives from all across the country to devote time and resources to the understanding of the complex issues and the elaborating of our principles to court, Congress and adminstration. . . . It was a very good time for a newspaper to be a member of ANPA; through no other vehicle could our diverse business have accomplished such a victory."
- **Robert G. Marbut, chairman of the ANPA Telecommunications Strategy Group:** "This clarifies ground rules for the dominant common carrier's participation in new computer-based fields. I'm very, very happy about it. A number of positive things could come out of this. One is that Congress now can work to update the 1934 Communications Act and to codify points of the decree without having to rush to get legislation before the horse leaves the barn."
- **Charles L. Brown, AT&T chairman:** "It is clear that competition will be the industry regulator wherever it is practicable and desirable. . . . Our stand included the belief that there remains a need for legislation. That belief remains."
- **William F. Baxter, chief of the Justice Department's Antitrust Division:** "Basically, we came out where I wanted to come out. Regulated utilities shouldn't be fooling around in competitive markets. . . . The judge gave us 99 percent. Perhaps that's overstating it. He gave us a great preponderance of what we wanted."
- **U.S. Rep. Timothy E. Wirth (D-Colo.), chairman of the House Telecommunications Subcommittee:** "While the judge's actions clearly reduce the problems for rate-payers and the local companies, not all of my concerns have been addressed. . . . It is the role of Congress, not the court or AT&T, to set the future course of national telecommunications policy."
- **Sen. John C. Danforth (R-Mo.), member, Senate Commerce Committee:** "The result of Judge Greene's Herculean efforts: a settlement that strikes a judicious balance of antitrust remedy and larger public interest concerns."
- **W. Terry Maguire, ANPA vice president/general counsel:** "Judge Greens's seminal findings on the relationship between AT&T, Bell operating companies and those who will rely upon their network for transmitting electronic information will ensure that the diversity principle will have an opportunity to flourish during the next seven years and beyond." □

Telecommunications notes

The San Antonio (Texas) Express-News has **terminated its experimental cable news service.**

Executive Editor James P. Dolan emphatically denied a report published in a cable-TV trade newsletter, Electronic Publisher, that the experiment was ordered terminated by Rupert Murdoch, owner of the newspapers' parent company, because of its cost.

Dolan said that at about mid-point in the year-long experiment "corporate people higher up" in News America Publishing Inc. "began to be much more interested" in the experiment. "Now what we are doing is thinking about more ambitious experiments, smarter things to do in the same vein. . . . We are not out of the electronic field by any means."

He also called the $250,000 price tag reported in the newsletter "way high," and said the correct figure for the experiment was less than $150,000.

Although he called the experiment a "success" in terms of what was learned, Dolan expressed disappointment with equipment suppliers, saying they "promised many things and delivered almost nothing." He said the experiment's staff of four editors has been assimilated into the newspapers.

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Beginning in October, Copley Press Inc. will conduct a nine-month **electronic publishing experiment** in conjunction with Time Inc.

The experiment will use a San Diego cable television system owned by Time. Copley's San Diego Union and Tribune will supply local news, sports, weather, feature and other information to the experiment. Time will provide the national content.

The trial will involve teletext technology, a one-way service that allows subscribers to select pages of information to view on their television screens.

According to Peter F. Kaye, manager of Copley Videotex, Copley also has an agreement to conduct a parallel experiment in conjunction with Cox Cable on a San Diego cable system owned by Cox. Several hundred homes in each system will be involved in the tests, he said.

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The Omaha (Neb.) World Herald Co. has entered into agreements with Cox Cable Omaha Inc. to provide three types of **information services to cable subscribers** in Omaha.

Beginning about Oct. 1, the newspaper will originate five-minute local video newscasts every hour for insertion into the Satellite News Channel, a 24-hour, all-news service; about Nov. 1 it will provide an around-the-clock text news and advertising service on another cable channel; and about Dec. 1 it will provide local news, weather, sports, classified advertising and other information to Cox Cable's two-way service called INDAX. The newspaper company has formed a wholly owned subsidiary to provide the services.

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The Federal Communications Commission voted to open a rulemaking proceeding to allow the three major television **networks to own cable television** systems. An FCC staff report in November 1981 had recommended ending the network/cable crossownership ban [presstime, Dec. 1981, p. 18].

The commission also voted to close a 12-year-old rulemaking proceeding to limit the number of cable systems one company could own.

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The FCC voted to repeal most of its **regulations on pay television**. It lifted its rule that restricted pay television to markets served by four commercial television stations; said pay-television operators can sell as well as lease decoders to unscramble their signal; ruled that operators do not have to conduct research to ascertain the type of pay programming desired by the community; and said operators do not have to offer at least 28 hours of free television weekly.

LPTV data compiled

A low-power television information package compiled by the ANPA Telecommunications Affairs Department is now available.

Included are a brief history of low-power television, a summary of the Federal Communication Commission's regulations on the service, how to determine whether an application for a low-power station has been filed in a particular market, what FCC "cut-off" lists mean, cost estimates for establishing and operating the stations, marketing considerations, and a guide to additional resources.

Cost of the package is $15 for ANPA members, $20 for nonmembers. Contact Suzanne M. Bilinski, ANPA Telecommunications Affairs Department, at The Newspaper Center, Reston, Va.

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The FCC announced that persons with pending **applications for low-power television** stations have until Sept. 21 to amend them, both to ensure their completeness and accuracy and to bring them into conformance with the technical and engineering standards of the final rules adopted for the new service [presstime, April 1982, p. 25].

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Three more newspapers have signed up to provide news and advertising in the **CBS Inc./AT&T** videotex trial scheduled for this fall in Ridgewood, N.J. The New York Times, The Star-Ledger of Newark, N.J., and The Ridgewood News join The Record of Hackensack, N.J., as information providers in the 200-household test [presstime, June 1982, p. 17].

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Local advertising on cable TV systems grew an estimated 53 percent in 1981, according to the 1982 edition of the Cable Advertising Directory, which is published by the National Cable Television Association. Estimated local advertising revenue in 1981 was $21.43 million, compared with an estimated $14 million in 1980. The directory estimates local ad revenues will reach $37.75 million in 1982.

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Selectmen in Shrewsbury, Mass., awarded a cable television franchise to Shrewsbury's Electric Light Plant, a department of the town government. It will become Massachusetts' first **municipally owned cable system**.

Greater Media Inc. of East Brunswick, N.J., a private company that also had sought the franchise, has appealed the decision to the Massachusetts Community Antenna Television Commission. Greater Media owns two New Jersey weekly newspapers. ☐

Minnesota, Tennessee cases highlight sales, use tax battles

Legal battles are being fought in Minnesota and Tennessee over whether publishers will be exempt from sales and use taxes on items used in newspaper production.

In one case before the U.S. Supreme Court, ANPA and Knight-Ridder Newspapers Inc. claim Minnesota's tax on newsprint and ink for annual purchases in excess of $100,000 violates the First Amendment, is discriminatory and should be struck down.

In a friend-of-the-court brief, they said the tax—which affects four Knight-Ridder newspapers, the Minneapolis Star and Tribune and about seven or eight other papers—is an unequal tax applied to just a few major newspapers. It increases "in direct proportion to the extent of the newspaper's total 'speech,' with the inevitable tendency of curtailing that speech."

The Supreme Court agreed to hear the case, *Minneapolis Star and Tribune Co. v. Minnesota Commissioner of Revenue*, on appeal from the newspaper company after the Minnesota Supreme Court upheld the tax [presstime, Feb. 1982, p. 17].

ANPA and Knight-Ridder, as well as the Star and Tribune Co., in their main appeal brief, said the court ruled against a similar tax in the 1936 case *Grosjean v. American Press*. In that case, a Louisiana license tax of 2 percent on gross receipts from ads in publications with more than 20,000 circulation was found to violate the First and 14th Amendments.

In the Tennessee case, the state's Department of Revenue has filed notice of its intention to appeal to the state Court of Appeals a ruling issued recently by Chancellor Richard E. Ladd of the Kingsport Chancery Court.

Ladd had ruled that news services, advertising illustration books, press maintenance and other repairs to equipment used in publishing newspapers were exempt from taxation under state law.

The case arose from a 1981 state tax audit of Kingsport Publishing Co., publisher of the Kingsport Times-News (all-day, circulation 43,889).

The Department of Revenue ordered the newspaper company to pay back taxes and penalties on a number of items. The company paid the taxes, then filed a suit claiming the items were component parts of newspapers or used in producing newspapers and thus were exempt under state law. The company also said the taxes were unconstitutional.

Ladd agreed that most of the items and services in question were exempt under state law. He did not exempt the purchase of batteries for camera flash units, nor did he find the tax laws unconstitutional. ☐

Hawaii JOA trial unsettled after hung jury

A hung jury has left the trial against The Honolulu Advertiser and The Honolulu Star-Bulletin's joint operating agreement in limbo.

Three weeks after the jury reached an impasse Aug. 2, the parties in the case did not know how it would be resolved.

Pending in late August before U.S. District Court Judge Jesse W. Curtis were two motions filed by the newspapers prior to the jury deadlock, said Martin Anderson of Honolulu, the newspapers' lead attorney.

One was for a directed verdict, asking the judge to dismiss the case without sending it to the jury.

The second asked Curtis to throw out the case because evidence is old and difficult if not impossible to verify. For example, Anderson said key witnesses who could testify about the newspapers' financial conditions in 1962—when the joint operating agreement was implemented—are dead.

He said he expects a decision on the motions after mid-November.

The city and county of Honolulu, which brought the case, argued in the four-week-long trial that the newspapers do not deserve the limited antitrust immunity afforded by the 1970 Newspaper Preservation Act [presstime, Aug. 1982, p. 22]. ☐

Burger rejects civil suit request

A "First Amendment test case" over coverage of civil court cases failed in August after going to Chief Justice Warren E. Burger for emergency relief. But further appeal is planned.

The Reporters Committee for Freedom of the Press and four individual reporters had asked a U.S. District Court in Washington, D.C., to declare that the public and press have the same rights to information in civil cases as they do in criminal cases [presstime, Aug. 1982, p. 22].

Specifically, they requested that certain records be unsealed in a libel case against The Washington Post brought by Mobil Oil Corp. President William P. Tavoulareas. He won a $2.05-million judgment July 30.

Burger and the District Court denied the reporters' request.

Reporters Committee attorney Judy D. Lynch said in late August that Mobil was explaining to the court why documents should remain sealed. The committee will continue its appeal to the U.S. Circuit Court of Appeals for the District of Columbia if the result of those proceedings is unsatisfactory, she said.

In the libel case, a jury awarded Tavoulareas $250.000 in compensatory damages and $1.8 million in punitive damages over the first of two stories alleging that he had used Mobil money and his influence to "set up his son" in the shipping business. The Post also reported that Tavoulareas arranged Mobil contracts worth millions of dollars for his son's new firm.

Post attorney Kevin T. Baine said the Post has filed a motion for a judgment notwithstanding verdict or, in the alternative, a new trial. Briefs are due Oct. 1. ☐

Time sues USA TODAY

Time Inc. asked a federal court to enjoin Gannett Co. Inc. from using "Life" or "Money" as section headings for USA TODAY, which begins publication Sept. 15.

Time claims the headings, as shown in prototypes of the national daily newspaper, infringe on the company's trademarks for Life and Money magazines.

By late August, Gannett had not responded to the suit filed in U.S. District Court in New York City. ☐

Court briefs

ANPA Aug. 26 joined with 13 other press groups in asking the 7th U.S. Circuit Court of Appeals to reverse a trial judge's order that **jurors may not talk about—or be asked about**—their acquittal of Joseph Paul Franklin. Franklin had been charged in the shooting of civil rights leader Vernon E. Jordan Jr.

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A New Brunswick Provincial Court Aug. 25 found Bangor (Maine) Daily News reporter Beurmond J. Banville **guilty of violating the Canadian Criminal Code** by publishing a story despite a judge's order against it [presstime, July 1982, p. 25]. Banville has until Sept. 10 to decide whether to appeal the verdict, or pay a $200 (Canadian) fine, or serve a 20-day jail term.

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Phoenix (Ariz.) Newspapers Inc. said it has **settled its libel suit** against New Times Weekly of Phoenix but a related suit against The Newspaper Guild stands. Terms were not disclosed. Phoenix Newspapers sued in April 1980 after New Times Weekly quoted unnamed sources saying the Phoenix Newspaper Guild would file charges with the National Labor Relations Board that The Arizona Republic and The Phoenix Gazette eavesdropped on Guild officials. The Guild did file those charges but rescinded them [presstime, June 1980, p. 12].

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The American Bar Association Aug. 11 repealed its 45-year-old canon against **still cameras, radio and television equipment in courtrooms**. The ABA House of Delegates voted 162-112 that judges should have the right to allow "unobtrusive" coverage.

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A Spokane County, Wash., Superior Court judge **reversed a $219,493 libel judgment** against the Spokesman-Review of Spokane, saying that as a matter of law, opinion is privileged. The plaintiff, a department store owner, said he will appeal.

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The Toronto Sun said it would not appeal a **$75,000 libel judgment** handed down Aug. 20 by an Ontario Supreme Court judge who found the newspaper had defamed a federal Cabinet minister.

Congress extends reclassification ban

The major tax bill passed in late August did not provide for any changes in the tax treatment of traditional independent contractors.

Both House and Senate versions of the Tax Equity and Final Responsibility Act of 1982 had contained independent contractor "safe harbor" language, but conferees apparently were unable to agree on its exact form and it was dropped.

However, Congress did agree to extend indefinitely the moratorium against Internal Revenue Service reclassification of traditional independent contractors as employees [presstime, Aug. 1982, p. 19]. As a result, newspapers will not be required to alter their tax practices directed at independent contractor arrangements until Congress takes further action on the issue.

Also dropped from the bill in conference was a Senate-passed provision that would have allowed two private foundations to retain 100-percent ownership of four newspaper companies: the Houston Chronicle Publishing Co. [presstime, Aug. 1982, p. 19], the Spartanburg (S.C.) Herald and Journal, the Gadsden (Ala.) Times and the Tuscaloosa (Ala.) News.

ANPA expresses concern over pension reform bills

ANPA has expressed its concern about some proposals being considered by Congress in its attempt to reform the Multiemployer Pension Plan Amendments Act of 1980 [presstime, May 1982, p. 27].

In letters to the House and Senate labor committees, ANPA said that while it supports reform of the MPPAA, "we oppose any new multiemployer legislation which provides a statutory exemption from withdrawal liability for one industry, union, or type of plan, to the exclusion of others."

The ANPA letters were signed by Darrow Tully, chairman of the ANPA Labor and Personnel Relations Committee and publisher of The Arizona Republic and The Phoenix Gazette, and Robert E. Brophy, chairman of the Committee's Health and Welfare Subcommittee and director of human resources for Scripps-Howard Newspapers.

OSHA defers test deadline

The Occupational Safety and Health Administration has deferred its requirement of audiometric testing of employees exposed to high noise levels.

The agency said it planned to issue a final regulation on hearing conservation "within the next couple of months" and at that time would announce a new testing deadline. Under the original timetable, testing was to have been completed by Aug. 22 [presstime, July 1982, p. 23].

In its unexpected announcement Aug. 5, OSHA said it was responding to a large number of requests from employers for an extension of the deadline, as well as a need to resolve "critical technical issues" connected with audiometric testing.

The U.S. Chamber of Commerce, at congressional hearings in March on noise regulation, had testified that employers would be unable to meet the original deadline due to scheduling problems, remoteness of work sites and other reasons.

Regulatory notes

The directors of the Federal Trade Commission's Bureaus of Economics and Consumer Protection have recommended that the commission drop its eight-year-old effort to write a rule regulating **food advertising** [presstime, Dec. 1980, p. 32].

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The House Energy and Commerce Committee Aug. 18 approved legislation defining and narrowing the Federal Trade Commission's authority to act against unfair acts or practices.

But the legislation, HR 6995, would not remove **advertising** from the scope of the FTC's unfairness standard as a similar bill approved last May by the Senate Commerce Committee would [presstime, June 1982, p. 11].

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Congress Aug. 18 passed legislation to **reduce the size of the Federal Communications Commission and the Interstate Commerce Commission** to five members each [presstime, Aug. 1982, p. 20].

The reductions were part of HR 6955, budget reconciliation legislation.

ANPA plans 19 seminars for first half of '83

ANPA, through its Training Services Department, Labor and Personnel Relations Department, Research Institute and Foundation, has announced 19 training sessions to be held during the first six months of 1983.

Dates and brief descriptions of the sessions are listed below. More information and registration forms will be included in brochures to be mailed to the membership.

General seminars, workshops, conferences and symposia

Management Development Workshop **Feb. 7-11**
Chicago

Develops the professional management skills of mid-level newspaper managers, new and experienced, from all newspaper departments. Instructors from the University of Chicago lead sessions including role-play exercises and small work groups which examine leadership, communication, decision-making, questioning and listening techniques, motivation, problem-solving, training and coaching subordinates. Registration fee: $500 members; $600 nonmembers.

Telecommunications Symposium **March 2-3**
New Orleans

Covers cable TV, low power TV, videotex, teletext, subscription TV, direct broadcast satellites, multipoint distribution systems and other electronic technologies. Presentations by newspaper executives and experts from other media will examine the impact and opportunities these technologies hold for the newspaper business. Small workshop sessions and exhibits will help newspaper managers assess the potential for various telecommunications alternatives for their companies and markets. Registration fee: $450 members; $550 nonmembers.

Ideas are shared at newsroom leadership workshop.

Conference for Newspaper Men and Women **March 13-16**
St. Petersburg, Fla.

Reviews all aspects and departments of the newspaper; stimulates interest in the entire newspaper operation and awareness of the interdependence of each department; designed for young newspaper people, both newcomers to the business and experienced professionals. Top newspaper executives discuss the role and relationship of all newspaper departments. Registration fee: $750 members; $900 nonmembers.

Labor Relations Seminar **March 20-24**
Chicago

Examines the latest technical changes, legislative activity and judicial decisions regarding labor negotiations; designed for both the relative newcomer and veteran employees. Experienced newspaper executives discuss preparation for negotiations, legal aspects of bargaining, pressroom manning developments, wages and fringe benefits, and recent court and National Labor Relations Board decisions. Other topics include technological development patterns resulting in elimination of jurisdiction, inter-union relationships and changes in union rules and regulations. Registration fee: $400.

Newspaper Executives Marketing Seminar **March 20-26**
Houston

Introduces and examines newspaper marketing concepts; designed for top-level decision makers in general management, editorial, advertising, circulation, promotion and research; emphasis on concepts of product/market strategy, entering new markets, positioning, serving markets effectively and competitive strategies; cosponsored by the International Newspaper Promotion Association. Instructors employ the Harvard Business School case-study method using a number of actual newspaper cases. Registration fee: $1,700 members; $1,900 nonmembers.

Newspaper in Education **March 30-April 1**
Program Development Conference **Washington**

Sessions on starting, administering, promoting and developing a curriculum for an effective Newspaper in Education program. NIE managers and educators trade information on new projects and methods to advance the use of the newspaper in teaching reading, social studies, mathematics, economics, science and basic living skills. Registration fee: $250.

Leadership in the Newsroom Workshop **April 11-13**
San Francisco

Develops the management skills of first-line and mid-level editors. Instructors from the University of Chicago and participants examine communication skills, coaching and personnel development, motivation, problem-solving and decision-making. Cosponsored by the American Society of Newspaper Editors and the Associated Press Managing Editors Association. Registration fee: $400 members; $500 nonmembers.

training

Circulation Managers Workshop **May 9-11**
Washington

Focuses on "people management" skills of circulation managers above the district manager/carrier supervisor level. Instructors from the University of Chicago focus on leadership, communication, problem-solving and motivation. Cosponsored by the International Circulation Managers Association and the Newspaper Personnel Relations Association. Registration fee: $400 members; $500 nonmembers.

Strategic Planning Seminar **June 5-8**
Scottsdale, Ariz.

Extends the concepts introduced in the Newspaper Executives Marketing Seminar; focuses on the need for strategic planning, awareness of environmental factors, strategic planning techniques and formats, and the development and evaluation of newspaper strategic plans; especially developed for newspaper executives who have completed the marketing seminar. This seminar also uses the Harvard case study method and is cosponsored by INPA. Registration fee: $1,000 members; $1,200 nonmembers.

For more information about the above seminars, workshops, conferences and symposia, contact Stephen E. Palmedo, manager/training services, ANPA, The Newspaper Center, (703) 620-9500.

"Hands-on" seminars

Advanced Offset Press Operations Seminar **Jan. 10-14**
Feb. 28-March 4
May 9-13

Designed to identify conditions causing poor quality offset printing. Covers negative preparation, color registration, plate preparation and platemaking. Topics include black and white halftone and line reproduction; correction of printing problems stemming from copy preparation and from offset plates; set-up and measurement procedures for bearer and non-bearer presses; packing and blanket conditions and roller-setting conditions for ink trains and dampener systems; step-by-step control of color registration systems; and the use of color proofs; color bars and densitometers.

Basic Offset Press and Plate Seminar **Jan. 24-28**
April 11-15

Covers the operation and adjustment of an offset press and how to convert to offset; topics include components of the offset press unit, precise adjustment of all systems, the pin-register system for both page and color registration, preparation of plates using the wipe-on system of platemaking, operation of the offset press with black and white color printing, evaluation of print quality and possible solutions to problems, care and maintenance of the offset press, press safety from an operating standpoint, noise measurement, hearing conservation and protectors, and audiometric testing programs.

Camera Techniques Seminar **Jan. 24-28**
April 11-15

Covers the complete operation of the camera process for offset or direct printing, including line negatives and film halftones; screened prints (diffusion transfer method), film processing (tray and automatic), basic copy preparation; densitometer and exposure control devices, evaluation and control of copy; camera room and darkroom safety procedures; chemical handling and the prevention of dermatitis; ventilation problems; and safety and high intensity lights.

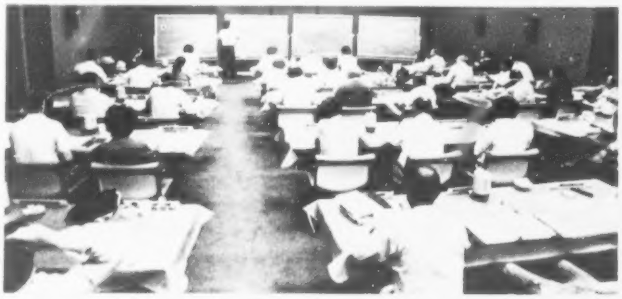
Direct Screen Color Separation Seminar **Feb. 14-18**

Aids in printing high quality ROP process color for both editorial and advertising departments. Covers evaluation of color originals and establishing reproduction standards, theory of color and masking in newspaper printing, preparation of color correction masks, instruments and controls for predictable quality, operation of direct screen color equipment and proofing of color by color key and direct printing methods, camera room and darkroom safety procedures, chemical handling and prevention of dermatitis, ventilation problems, and safety of high intensity lights. The color separation process used in this seminar was developed at ANPA/RI and utilizes Berkey color equipment and the LogE film processor.

Management Introduction to New Technology Seminar **March 21-25**

Introduces management personnel to new composition and editing systems with hands-on operation of modern electronic copy processing and phototypesetting equipment. Covers phototypesetting techniques, OCR copy generation, editing and copy corrections on VDTs, advertising mark-up and paste-up, camera operation for screened prints, full page paste-up techniques, making full-page line negatives of page paste-ups for photopolymer and offset plates, stripping negatives using the pin-register system, offset and photopolymer platemaking, and safety procedures in the office environment such as electrical grounding, solvent handling, storage of film and paste-up chemicals, and VDT usage.

All "hands-on" seminars are led by ANPA/RI personnel and held at the ANPA Research Institute in Easton, Pa. Registration fee: $550. For more information, contact Arthur M. Boudreau, manager/technical training, ANPA/RI, Easton, Pa., (215) 253-6155. ☐



Harvard case-study method is used at marketing seminar.

Press control issues averted at UNESCO culture conference

The recent UNESCO World Cultural Conference in Mexico City once again linked international cultural and communications issues, but the final declaration of the two-week meeting skipped past what Western observers have labeled some of the more troublesome proposals in the international information area.

On one hand, the declaration mentioned the need for the free flow of information and supported principles that "imply for all nations the right not only to receive but also to transmit cultural, educational, scientific and technical information."

On the other hand, it said modern communications media should "facilitate objective information on cultural trends in the various countries, without detriment to the freedom of creativity and cultural identity of nations." Most free-press advocates are opposed to the media's being told by governments or organizations to foster or facilitate any goal, no matter how worthy.

In summary, the declaration called for UNESCO and its member states to devote more money and attention to preserve cultural values, increase cultural contacts between people and nations, and assist world peace.

The 119-nation gathering also passed more than 200 resolutions, some of them involving communications.

A U.S. resolution that strongly endorsed individual freedom to "create, share, disseminate and have access to cultural objects, information and ideas" passed by consensus, as did another U.S. resolution supporting freedom of religion and belief.

Resolutions on communications proposed by the U.S.S.R. and Cuba were strongly contested by the United States and other free-press countries. Western participants said that in their final forms, the resolutions were devoid of their most objectionable language. The title of one Cuban proposal, for example, was changed from "Culture and Control of Information" to "Culture and Information," noted Allen Weinstein, executive editor of The Washington Quarterly magazine and vice chairman of the U.S. delegation.

Conference participants said that, as expected, familiar attacks on the United States and its "neo-imperialist cultural pollution" surfaced at the July 26-Aug. 6 conference [presstime, July 1982, p. 33].

However, the United States won a lot of positive press coverage for its exhibit of books, magazines and artwork emphasizing immigrant cultures and pluralistic values. U.S. celebrities who served as cultural consultants—including author James Michener and actor Charlton Heston—also generated a warm reception in the Mexican press, Weinstein said.

U.S. Ambassador to UNESCO Jean B.S. Gerard won plaudits for her speech, which followed a sharp attack on the United States and its culture by the French minister of culture, Jack Lang.

"Our historical experience demonstrates that economic life can best be stimulated by cultural activity within a system of free exchange, and that creativity and artistic competition should be unhampered by intrusive state control," Gerard said.

Gerard opposed any uniform, international approach to cultural policies. "We are persuaded that the acceptance of a doctrinaire approach may result in the establishment of restrictions on the free flow of information, on international exchanges and trade and on various forms of free expression," she said.

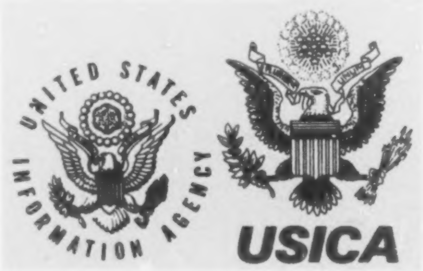
New law would cut off UNESCO funds if press licensing, controls implemented

A budget authorization bill for the U.S. State Department was signed by President Reagan Aug. 24 with two provisions affecting international communications.

U.S. contributions to the United Nations Educational, Scientific and Cultural Organization will be eliminated "if that organization implements any policy or procedure the effect of which is to license journalists or their publications, to censor or otherwise restrict the free flow of information within or among countries, or to impose mandatory codes of journalistic practice or ethics."

Under the bill, the secretary of state must report to Congress each year on whether UNESCO has taken any such actions.

The bill also provides that the name of the United States International Communication Agency revert to its pre-1978 title of United States Information Agency.



USICA has once again become the USIA. The change was included in this year's State Department authorization bill.

World press notes

The government of South Africa has withdrawn a plan to **license and control journalists**. The proposal had been made by a government commission earlier this year [presstime, March 1982, p. 20].

Instead, South African journalists from all bands of the political spectrum have proposed setting up a voluntary council of their own with the power to reprimand and fine newspapers that breach a code of conduct. The new council will be subject to government approval, but it will not be able to remove individual journalists from a register of practitioners.

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Newspapers in Panama, which were closed by the newly installed government of President Ricardo de la Espriella for more than a week, reopened in August with **censors in each newspaper office**.

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Newspapers in India are protesting a **new press law** passed in the state of Bihar that makes it a crime to publish, sell or possess any printed matter whose content is deemed "scurrilous" or grossly indecent. Scurrilous is defined as "any matter which is likely to be injurious to morality or is calculated to injure any person."

Studies explore formats, accuracy in newspapers

Two longstanding newspaper-business issues—what front-page format is most appealing to readers and how charges of inaccuracy in news stories arise—are addressed in ANPA News Research Report No. 35.

"Reader Response to Front Pages with Modular Format and Color," which built on 14 years of investigation into reader preferences for formats, found that readers prefer modular design and spot color or four-color pictures over other types of make-up and no color on news pages.

The report also contains "Newspaper Errors: Source Perception, Reporter Response and Some Causes," a study of the incidence and cause of news story errors at two California newspapers.

For the formats study, readers in Akron, Ohio; Hattiesburg, Miss.; and Huntington, W.Va., were asked to evaluate the front pages of seven daily newspapers.

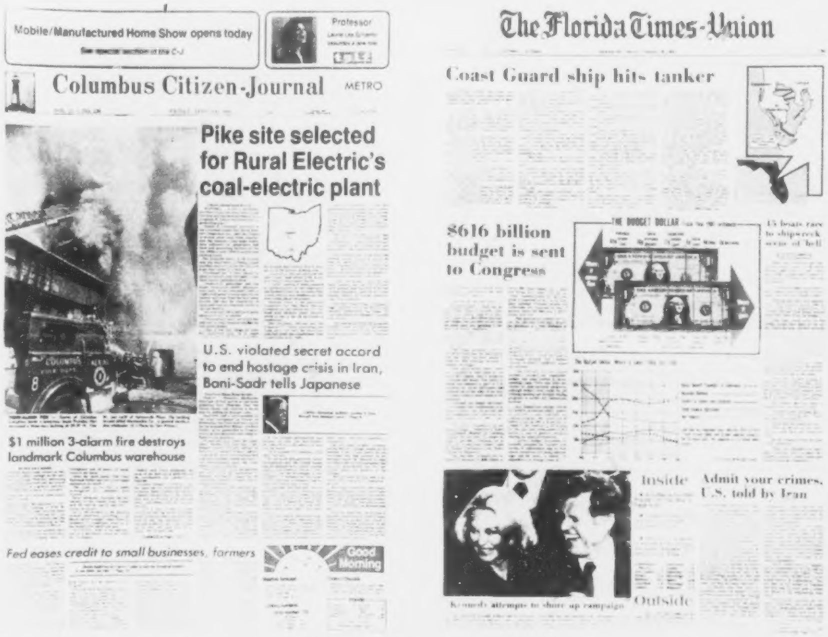
The newspapers used were The Daily Oklahoman, Oklahoma City (traditional format); The Pittsburgh Press (modern, no color); The Blade, Toledo, Ohio (modern, spot color); The Times-Leader, Martins Ferry, Ohio (modern with four-color); St. Cloud (Minn.) Daily Times (modular, no color); The Florida Times-Union, Jacksonville (modular with spot color); and Columbus (Ohio) Citizen-Journal (modular with four-color).

The two papers that used modular format and color finished first and second on a majority of the 20 judging scales in all three cities. An inconsistency noted by the researchers, however, was that The Blade, a modern newspaper with spot color, finished last in all three cities.

"What this may reflect is the obvious possibility that other smaller details may influence the rating in a given instance as much as does overall format. Rather obviously, there is more to putting together a page than selecting a format," the authors said.

Nevertheless, they concluded, "we still feel the findings reflect a preference for modular pages and a preference for color."

The study was conducted by J. W. Glick, a professor of journalism at Ohio University, and Guido H. Stempel III, director of the Bush Research Endowment at Ohio University's School of Journalism.



Mobile/Manufactured Home Show opens today

Professor

Columbus Citizen-Journal

METRO

Pike site selected for Rural Electric's coal-electric plant

U.S. violated secret accord to end hostage crisis in Iran, Bani-Sadr tells Japanese

$1 million 3-alarm fire destroys landmark Columbus warehouse

Fed eases credit to small businesses, farmers

Good Morning

The Florida Times-Union

Coast Guard ship hits tanker

$616 billion budget is sent to Congress

THE BUDGET DOLLAR

15 boats race to shipwreck scene of hell

Inside

Admit your crimes, U.S. told by Iran

Kennedy attempts to shore up campaign

Outside

Readers preferred these two front pages—modular and with color.

For the second report, William A. Tillinghast, associate professor of journalism at San Jose State University, surveyed news sources on local news items published in the San Jose (Calif.) Mercury and News in 1980. Tillinghast then asked reporters to respond to charges of inaccuracy. He also studied how the stories were produced.

Among his findings:

- Sources said about half of all the news stories contained mistakes; sources who were experienced in dealing with the media were less likely to report errors than inexperienced sources.
- Most of the mistakes were judgment errors rather than errors of fact, and reporters disputed all but 20 percent of the errors claimed.
- While experienced reporters made mistakes at the same rate as their younger colleagues, they were more willing to admit they might have made an error in judgment.
- Sources were more likely to see errors in stories that were longer and in stories based on more than one source.
- Errors were less likely to be reported in stories written on deadline than in stories where the reporter had more time to gather information and write an article.

"Nearly two-thirds of the articles written in 30 minutes or less did not contain any mistakes, according to the sources. Conversely, only 41 percent of those taking longer to write were considered error-free," Tillinghast reported.

He theorized that the lower error rate in deadline stories was due to two factors. Reporters under pressure share information and sources, thus confirming facts. Also, stories written on deadline tend to be shorter and more limited in scope, thus reducing the chances for error.

The author concluded that although there are several factors involved in studying whether perceived errors are in fact mistakes and in determining how they occur, the perception by sources that newspapers are inaccurate is a problem that should be addressed.

Both studies were funded by the ANPA News Research Center at Syracuse University. Copies of News Research Report No. 35 have been mailed to ANPA-member newspapers. Single copies are available from the ANPA Public Affairs Department at The Newspaper Center in Reston, Va. ☐

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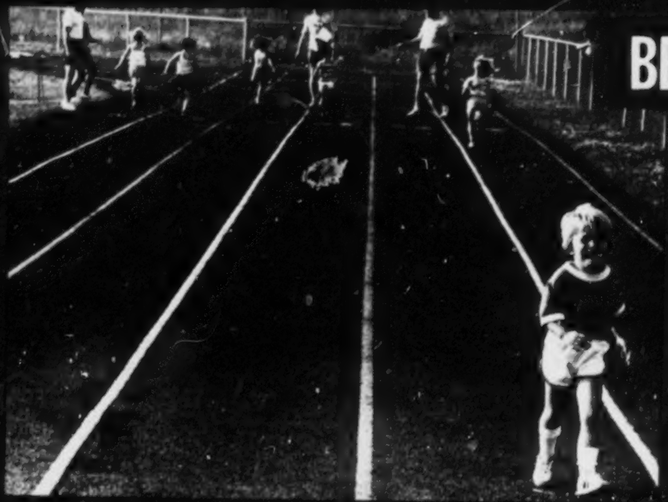
Award-winning newspaper photography

BEST AVAILABLE COPY



"**Ultimate Frisbee**" (far left) won first place in the Sports category for [illegible] of the semi-weekly Times in Kettering, Ohio, in the Editorial Contest of Suburban Newspapers of America. "**Running Scared**" (center), by [illegible] of the [illegible] weekly [illegible] Free Press in [illegible], won first place in the open [illegible] over 3,000 circulation of the [illegible] Press Association's Newspaper Contest. "**The Death of the Murray County Courthouse in Slayton, N.M.**" (left center) was part of the group that won [illegible] in the Photo category for [illegible] of the Worthington Daily Globe in the Minnesota Newspaper Association's Better Newspaper Contest. "**Man with a Gun**" (right center) won the Best Local Photography-Spot category (dailies over 25,000 circulation) for [illegible] of The Macon Telegraph. It was also judged the best overall photo in the Georgia Press Association's Better Newspaper Contest. "**Mowing Along**" (bottom) won the Best Feature Photo-Dailies category for [illegible] Gansebom of the Fremont Tribune in the Nebraska Press Association's Better Newspaper Contest.

Reese Cleghorn

Editor-turned-dean stirs J-school change

By Carmen C. Wrenn
presstime editorial assistant

Reese Cleghorn

How does a weathered newspaperman, with little knowledge of how things function within a university, survive his first year as head of a journalism program?

Reese Cleghorn, dean of the University of Maryland's College of Journalism, used his reporter's instinct: "I asked an enormous number of dumb questions."

After more than 30 years in the newspaper business, Cleghorn left the associate editorship of the Detroit Free Press last year to launch his new career as an educator.

Why, at the pinnacle of his career and at the age of 51, did he switch professions? "I ought to have an easy answer," he says, "but it was not an easy decision."

Cleghorn says he had long felt he would like to teach upon retiring from newspapering. When Maryland's search committee approached him, he began thinking it might be more challenging to do it while relatively young. Cleghorn thus seized the challenge to develop a J-school "unique in the nation, without any superior in what it seeks to do."

Claude Sitton, editor of The News and Observer in Raleigh, N.C., and Cleghorn's classmate at Emory University, predicts success. "Cleghorn goes for quality every time. When he was editorial page editor of The Charlotte (N.C.) Observer, he gave them the best editorial page in the South. If Maryland provides the support he needs, he will give it one of the best journalism schools in the nation."

Sitton adds, "He's a man of high principle, but he's also deceptive. That soft-spoken gentility of his sneaks up on you. He's very persuasive, and he's got you convinced before you even know it."

In his first year, at Maryland, Cleghorn managed to convince the university to add three full-time and eight part-time adjunct members to the journalism faculty. He received funding for a VDT laboratory and the first phase of a broadcast news-editing system.

Cleghorn also moved to assuage any nervousness among the journalism faculty that was on the College Park campus when he arrived. Attaining the deanship without a background as an educator, "I was a different kind of critter," he acknowledges. "I would have been nervous, too, if I had been teaching here and some character who'd never been on a faculty before came in at the top. I think some people had imagined that someone coming from the newspaper (business) might be used to autocratic leadership."

But Cleghorn demonstrated a collegial approach to running the J-school. Now beginning his second year as dean, Cleghorn reports "there is a lot of excitement in the air; you can sense energy." The faculty, he continues, has become more cohesive and has developed a sense of purpose.

Cleghorn also seeks to develop a school with a balance between the practical side of journalism education and the scholarly side. Some people assumed from his background, he was primarily interested in the practical aspects of the news-editorial curriculum. While that is correct, "I believe that to have a very strong major school and to attract the kind of people you want, you need them both." Students need "something beyond strong editing and writing skills," he says.

Another of his concerns is the relationship between practicing professionals and academicians. "There is a great need right now to close the gap between professions we serve and the campus. I'm afraid some of that gap is based on honest differences about what journalism education ought to be, and a lot of it is based on misconceptions." He believes it's time for editors who say they prefer liberal arts graduates to journalism graduates to look at what their own newspapers [illegible] doing. And what they are doing, he says, is hiring J-school graduates in great numbers—82.5 percent in the newsroom, according to a 1980 study.

The next few years will be especially challenging for journalism schools because of the technological revolution, Cleghorn says. "My fundamental governing rule," he says, "is that no matter what the delivery system—whether it's videotex, whether it involves satellite, or whether it involves a wire—the basic requirements for journalists will still be the same: an ability to think critically, to write accurately, preferably with style, a sense of curiosity and a sense of ethics."

Cleghorn has clung to those principles since deciding, at the age of 16, that he wanted to write. A native of Lyerly, Ga., (population 200) and living in another northwest Georgia town (Summerville, population 1,400) at the time, his inspirations were Ralph McGill and other leading writers of the Atlanta newspapers.

The summer after his freshman year at Emory in Atlanta, he landed a job on the weekly Summerville News, earning 15 cents a column inch. "You can get pretty long-winded when you're paid by the column inch," he observes. He wrote the entire paper every week "because there was nobody else writing. The editor ran a Linotype machine—he wanted to be a printer," Cleghorn says.

He went on to get a degree in journalism at Emory in 1950.

After three years as an Atlanta Journal reporter, he joined the Associated Press as a reporter and deskman in New York in 1954. And during his four years there, he got a master's degree in public law and government from Columbia University.

After two years as editor and co-publisher of The California Carrier, a weekly in Fresno, he returned to The Atlanta Journal in 1960 and worked his way up to associate editor. He also did some part-time journalism teaching at Georgia State University in Atlanta. Two years (1969-71) as writer-in-residence of the Southern Regional Council preceded his joining the Knight-Ridder organization, first in Charlotte and then in Detroit.

Does he now miss the newspaper business? "Sure, there's nothing like it. Nothing like this either," he says of his new job.

Cleghorn and his wife Cheree have two children: Nona, 23, of Atlanta, and John, 20, a college journalism student. ☐

How to help stamp out illiteracy? Read on!

By Norman Manasa

The answer to the nation's massive illiteracy problem lies within the colleges and universities of America. It is not because they know something special but because they *have* something special—10 million undergraduates who make excellent tutors when provided a sensible structure within which to work.

Norman Manasa

The Washington Education Project is working to develop projects at colleges across the country that will register undergraduates in 3-credit elective courses and send them into community agencies to teach reading, writing and mathematics to the illiterate poor. This national project is based on a model program that ran at the University of Miami from 1969-73, using more than 1,000 undergraduates.

I founded the Miami project in 1969 and started The Washington Education Project in 1977. Like the Miami model, the Washington project is designed to improve the humanities training of undergraduates by providing experience in the community that will supplement their classroom instruction. This, of course, is nothing new. A mix of experience and theory has been considered the highest form of learning in Western culture since the time of Galileo.

The Miami project taught people in jails, inner-city schools, migrant camps and institutions for the emotionally disturbed to read, write and do simple mathematics. It was a remarkably adaptable program that fit into almost any community agency. The undergraduates did tutoring (rather than painting the houses of poor people or throwing Christmas parties for orphans) since tutoring transfers to the illiterate poor the power to create wealth in the technological age. And *that* is what these people need.

From a list provided at registration, the undergraduates chose the community agency in which they wanted to work for the semester. They then registered in a pass/fail elective course that already had been matched with that particular agency. The course might be in economics, sociology, educational psychology, management or in another university department.

The undergraduates were required to tutor six hours per week for the semester on a regular schedule, signing in and out for each session. Academic credit, of course, guaranteed their attendance. They also were required to meet once each week in a seminar with their monitoring professor where their experience in the community was explained in light of the discipline in which they had registered. To the "theory" of the seminars, the students brought the "experience" of their work in the community and learned from the comparison of one with the other.

The tutoring took place in community agencies that already had an education program in operation. This meant several things:

- The project was inexpensive to run; there were no capital expenditures, no storefronts to rent, no special books to buy.
- There was no time wasted looking for people to be tutored.
- There was no experimentation with methodology. The undergraduates simply used the methods of the classroom teacher.

The undergraduates reported to the agency classroom on a regular schedule where the teacher told them whom to tutor, what book to use and what page to turn to. The tutoring took place in the back of the classroom, and if the undergraduates had any problems, the teacher would be 20 feet away at the front of the classroom to help out.

Under this concept, most of the tutoring is done at the level of helping the kids from the neighborhood with their homework. As a result, the undergraduates do not need to be "trained" in order to be tutors. The undergraduates act as a supplement to educational programs in existing community agencies and are effective from almost the first week of the semester.

The success of the Miami project demonstrates this. In 1972, the principal of a special school for emotionally disturbed adolescents wrote:

> "The service that the tutors perform is irreplaceable. They bring a vital freshness and objectivity to our students' situation, which is often lost with 'volunteer' organizations. Their help makes possible the individual attention and instruction that our students so need. Because of these factors, our remedial reading students have had reading level gains of one to two years within a three- to five-month period of tutorage."

It should be emphasized that these are not "internships" for a few select undergraduates but elective courses, making *all 10 million college students eligible to participate*. The nation's undergraduates (who generally must take eight elective courses to get a degree) thus represent the only manageable resource that can match the country's illiteracy problem on its own scale.

Each undergraduate in this project tutors 60 hours per semester (six hours per week x 10 weeks in a semester). If 1 percent of the nation's college students enrolled in these courses, they would produce six million hours of tutoring each semester, and at no cost to the community. The undergraduates, by the way, are not paid; indeed, they pay tuition to take these courses. As a result, the undergraduates themselves provide a financial pool to continue the project after seed monies are terminated.

It goes without saying that people who can't read don't buy newspapers. But it is these same people who will not be able to do the work that will be required in the coming technological era. They not only will be unemployed but *unemployable* (and, perhaps, ungovernable, as well); they will need to be fed and housed and cared for by society for their entire lives. We must teach these people to read. Otherwise, they will create a constant drain upon the economy and exact massive social costs that I do not think the nation can bear. □

Manasa is director of The Washington Education Project. Publishers interested in seeing his type of literacy program established at a college in their communities may obtain a detailed outline of "How to Get This Project Started" by contacting him at 224 Third St. SE, Washington, D.C. 20003; (202) 547-3011.

Oklahoma implementing statewide NIE program

By Carmen C. Wrenn
presstime editorial assistant

The Oklahoma Newspaper Foundation and the Oklahoma State Department of Education are implementing a statewide Newspaper in Education program this month for some 6,000 students in grades 5 through 8.

Ben L. Blackstock

Ben L. Blackstock, executive vice president of the Oklahoma Press Association, says the idea was sparked a year ago by discussions at a Southern Newspaper Publishers Association meeting on NIE programs in other states.

"We felt we had other fish to fry," says Blackstock. "Never having been involved in an NIE program, we wanted to see if there was something we could do to expand the use of newspapers in classrooms in our state without disturbing what had been done for about 20 years with the existing programs at the Tulsa and Oklahoma City newspapers."

A recently formed committee of NIE coordinators, along with Blackstock and Oklahoma Newspaper Foundation President James Bellatti, sold the idea to State School Superintendent Leslie Fisher who gave the go ahead for a one-year pilot program.

Zoe Leimgruebler, administrator of the State Reading Section for the Department of Education, who heads the project, says this is the first time the department officially recognized the NIE program, thus joining nine other states that have given some kind of sanction to the NIE concept [presstime, Feb. 1982, p. 28].

Leimgruebler says the program is unique: "We're not patterning it after anyone else's plan."

One difference, she explains, is that in existing programs, NIE coordinators instruct classroom teachers, and the coordinators' salaries are paid by their respective newspapers; "in our program, we have a built-in vehicle." She explains that the department's 21 reading consultants will provide on-site instruction for 240 participating teachers through semi-monthly sessions at 60 selected schools.

Classroom teachers will use the newspaper once a week as an instructional tool to improve students' vocabulary, comprehension and creative writing skills.

The local school administrator will decide which newspaper to use. In most instances, Leimgruebler says, it will be the local paper. Each school will pay the cost of delivering the paper to that school. Blackstock has asked publishers to sell those papers for half price.

Unlike other NIE state programs, says Linda B. Skover, ANPA Foundation manager/education services, the project is supported by a combination of private and state funds. The Oklahoma Newspaper Foundation contributed $30,000, and the Department of Education allocated another $47,000.

To determine progress and change in reading comprehension and vocabulary and in creative writing skills, students will be tested prior to the program in September and again in May. "We'll take a hard look at the results to determine whether the project should be expanded," Leimgruebler says.

During two one-day training sessions this summer, state reading consultants instructed teachers in the use of the newspaper as a teaching tool.

In the 1983-84 school year, the 60 pilot schools will serve as demonstration sites and will show the methods, procedures and progress of the program to school personnel from neighboring counties, encouraging other schools to adopt the program.

Barbara Dewell, director of the Tulsa World and Tribune's NIE program, and a member of the state NIE committee that has been working with the Department of Education staff, says "support and involvement at the state level is encouraging. Previously, newspaper people were the only ones who were making a commitment. I hope to see other states benefit from what we are doing here."

Another state that recently developed a statewide NIE program is Georgia.

In March, the Georgia Press Educational Foundation, an affiliate of the Georgia Press Association, became the first state press organization to initiate a statewide NIE program for its member newspapers by employing two NIE consultants from an Atlanta firm specializing in developing educational curricula materials. The three-year program will operate from GPA headquarters in Atlanta. The project received a $40,000 grant from the Metropolitan Atlanta Community Fund for the first year's activities.

A major goal will be to work with State Department of Education officials, educators and publishers to develop NIE programs throughout the state. In addition, the program will assist existing state NIE programs.

UNC-Asheville starts program

A print and broadcast communications program has been established at the University of North Carolina at Asheville under the direction of Catherine C. Mitchell. Mitchell is the former co-publisher of the Point Reyes (Calif.) Light, a weekly that won the 1979 Pulitzer Prize for public service [presstime, July 1981, p. 63]. Mitchell previously taught journalism for seven years at Santa Rosa (Calif.) Junior College.

Press image no longer 'heroic,' educators told

"We are not loved in this country anymore," veteran television correspondent Daniel Schorr told the 64th annual convention of the Association for Education in Journalism.

In his keynote address, Schorr pointed to the public's "growing resentment toward the media. The press was once close in comparison to firemen in the public spirit—heroic figures in the community," said the senior correspondent for Cable News Network. However, he added, the information business now is perceived as "a corrupting, evil and manipulating press."

"The picture is wrong, it's at least very much overdrawn," Schorr said. "But however distorted, it is what a great many people believe. As long as they do, they are not likely to support journalistic privilege."

In order to protect their privileges, Schorr suggested that the media refrain from invading the privacy of accident and crime victims, control the urge to always be first, expose manipulations of the media by outside forces and employ more carefully the use of confidential sources.

Also addressing the July 25-28 convention at Ohio University in Athens was attorney Arthur B. Hanson of Hanson, O'Brien, Birney & Butler of Washington, D.C., who spoke on libel insurance.

Hanson, ANPA counsel emeritus, remarked that it soon will be impossible to offer insurance against legal actions if the media do not change their ways. "We have paid nothing on any suit yet that hasn't involved a reportorial mistake or an editorial omission," he said. "If the scene doesn't get better, there soon will be no insurance for any of these actions."

The conference, which attracted more than 700 journalism educators and professionals from 45 states and 12 foreign countries, featured 100 guest speakers.

During the convention's business meeting, members voted to change the AEJ's name to the Association for Education in Journalism and Mass Communication. The name change reflects the organization's concern with advertising, public relations and broadcasting, as well as news-editorial journalism.

Richard Cole, dean of the University of North Carolina's School of Journalism was elected 1982-83 AEJMC president. □

Curtis D. MacDougall, honored by AEJMC on the 50th anniversary of his textbook *Interpretative Reporting*—the ninth edition of which was recently released—inspects gift.

New AEJMC President Cole chats with past-president Hillier Krieghbaum of New York University.

Six minority journalists receive ANPA fellowships for training

Six minority journalists have been named recipients of ANPA Foundation minority fellowships.

The semiannual program covers expenses for travel, accommodations and registration at training events sponsored by ANPA and other newspaper associations [presstime, June 1982, p. 25].

Selected were:

- James E. Mason, employment/compensation manager, Kansas City (Mo.) Star and Times. He will attend the Personnel Practices, Procedures and Policies Workshop, cosponsored by the Newspaper Personnel Relations Association, Sept. 19-22 in Atlanta.
- Laurence Olmstead, night city editor, Detroit Free Press, and Robert Robinson, editorial department, USA TODAY, Washington, D.C. They will attend the Leadership in the Newsroom Workshop, cosponsored by the American Society of Newspaper Editors and Associated Press Managing Editors Association, Oct. 4-6 in Chicago.
- James Brown, circulation department home delivery manager, The Record, Hackensack, N.J. He will attend the Circulation Computer Systems Symposium, cosponsored by the International Circulation Managers Association and the International Newspaper Controllers and Finance Officers, Oct. 11-13 in St. Louis.
- Marilyn M. Bailey, assistant professor, Department of Mass Communication and adviser-general manager of the student newspaper, Eastern Kentucky University, Richmond. She will attend the Foundation's Newspaper in Education Instructor-Training Seminar Oct. 12-15 in Pottsboro, Texas.
- Doris Sue Wong, managing editor/English editor, SAMPAN newspaper, Boston. She will attend the Management Development Workshop Nov. 15-19 in Washington, D.C.

"The Minority Fellowship is a relatively new program for the Foundation—just finishing its second year—but one of increasing importance and success," said Foundation Chairman and President Donald N. Soldwedel, president and publisher of The Yuma (Ariz.) Daily Sun. "In checking with former minority fellows, we find that all feel that the training sessions they attended taught them a great deal about the newspaper business. Many have taken on new management responsibilities and are applying what they learned as a result." □

New and different discounts proving successful at dailies

By Elise Burroughs
presstime staff writer

At a time of smaller ad rate increases and shrinking linage at many newspapers, others have succeeded in maintaining or increasing their ROP linage by borrowing an idea from their advertisers: they offer discounts.

While discounting ad rates is not unheard of in the newspaper business, more new and different programs are appearing as papers try to persuade advertisers that the key to declining sales lies in increasing, not cutting, advertising.

"When times are tough, people have to get innovative and more creative," says Sidney Bordelon, executive director of International Newspaper Advertising and Marketing Executives, who acknowledges that discounts are on the rise.

One experiment offered as a trial during the summer was so successful that it has been extended through the rest of the year, says Thomas J. Chukas, advertising director of The Cedar Rapids (Iowa) Gazette (morning, circulation 68,680).

On April 1, the Gazette instituted an ad rate increase of slightly more than 8 percent. But anyone who advertised after that date in an amount greater than the corresponding month in 1981 received a discount of 1 percent for every percent over the previous year. The discount was limited to eight percent. In other words, a linage increase of 8 percent or more was paid for at virtually last year's rate.

The offer generated positive comments from advertisers and several increases in ad linage. "Both large and small advertisers took advantage of the offer," Chukas reports, "although not everyone used it every month."

Similarly, advertisers in Chicago this summer could take advantage of discounts offered by both the Chicago Tribune (all-day, 770,798) and Chicago Sun-Times (morning, 663,410).

The Tribune, which raised its rates 10 percent this year, said in May that because newsprint price increases due April 1 had been deferred, the newspaper would pass on the savings. Several discounts were offered in June, July and August.

Advertisers who bought more linage than they had during a comparable period in 1981 received a 25-percent discount for the amount over last year's mark.

New display advertisers who ran an ad for three days received a fourth day free, and a similar campaign was launched for classified advertisers.

In part because of the discounts, June's retail linage, when compared to June 1981, turned out to be the best month this year, and July also brought a respectable showing, according to Robert L. Dickey, advertising manager of the Tribune. The discount program represented a good public relations gesture—and it stirred action at the competing Sun-Times.

Vice President for Advertising Robert Reese says the Sun-Times feared the discount plan could increase the Tribune's market share of advertising, so his newspaper swung into action as soon as the Tribune discounts were announced.

On June 1, the Sun-Times began offering national advertisers who bought three days of advertising a fourth day free. Retail advertisers who bought more linage than they did last year also received a 25 percent discount on the additional linage, but no discount was offered for classified advertising.

Advertisers appeared to welcome the discount opportunity, but many of them said they did not have enough notice to take full advantage of it, Reese notes, because many plan their advertising budgets months in advance.

Reese says discounts are not uncommon in magazines and are becoming more common in newspapers. The usual method is to offer a discount for any linage in excess of the preceding year. He explains that a publication can recover its fixed production costs after it has sold a certain minimum. Any advertising in excess of that amount represents incremental profits that can be very lucrative.

Dickey says the Tribune has had other discount plans at least twice in the past five years and will consider using them again. Reese says the Sun-Times is still evaluating the numbers from its summer offer, but he points out that advertisers frequently ask for more pricing flexibility from newspapers. Discount programs may be one way to answer that need, he says. ☐

NAAP to relocate office to Chicago

The National Association of Advertising Publishers is relocating from Madison, Wis., to Chicago, where the organization will be managed by Smith Bucklin and Associates Inc., a professional management firm that also operates Suburban Newspapers of America.

NAAP President Gladys M. Van Drie said association members for some time have wanted to relocate headquarters to Chicago for transportation convenience. The resignation this summer of Executive Director James W. Pearson "gave us a good opportunity to make the move," she said.

The Madison office, staff of which was let go, was scheduled to be closed Sept. 1. Smith Bucklin, which will hire a new NAAP executive director, was to provide uninterrupted service. Van Drie said the 600 members who publish shoppers and free-circulation newspapers will not notice any change in service.

She added that NAAP and SNA are considering "joint ventures" such as cosponsored seminars. ☐

NAB handbook covers how to beat competition

The 1982 edition of the *Handbook on Selling Against Competing Media* is being offered by the Newspaper Advertising Bureau.

The book discusses how media are measured for advertising effectiveness. It includes sections on the limitations of television, radio, magazines, direct mail, weeklies, shoppers and outdoor advertising. It also covers how to measure the efficiency of a media buy.

Copies may be ordered at $7 each from the Creative Department, NAB, 485 Lexington Ave., New York, N.Y. 10017. ☐

1982-84

committee rosters

This publication contains ANPA and ANPA Foundation committee rosters listing members who have been appointed to two-year terms by ANPA Chairman and President William C. Marcil and ANPA Foundation Chairman and President Donald N. Soldwedel, respectively.

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Tips on hiring offered

Keep pressure on, INAME told

Despite its position at the top of the advertising heap, the newspaper business must keep up pressure on all fronts at all times to defend and expand its share of advertising dollars.

That point was highlighted by several speakers at the 129th sales conference of the International Newspaper Advertising and Marketing Executives.

Speakers also suggested that people selling newspaper advertising become more professional, more familiar with advertisers' needs and more representative of the population.

"I believe there is an increasing need for women to hold important positions in selling newspaper advertising," said Louis T. Hagopian, chairman of N.W. Ayer Inc., a leading New York advertising agency. "Don't ask me why women do so well in selling magazine space and broadcast time. It's just a fact of business that women space representatives, like women who are publishers and editors, are very effective."

Edward W. Estlow, president and chief executive officer of Scripps-Howard, urged newspaper executives to hire more personnel who have "a basic foundation in marketing, or selling, or psychology . . . such educational backgrounds usually produce people with imagination, innovation and the proper attitudinal approach to become successful newspaper sales personnel."

Estlow and Hagopian also said newspapers must work harder at presenting their advantages to the staffs of the agencies placing national advertising, and to those coming into the ad industry.

"How many of you have attempted to develop a newspaper advertising program to be taught in the marketing department or journalism department of your college or university?" Estlow asked. "We need to show students the pizzaz of advertising sales."

"Lead from your strengths in selling the newspaper medium," Hagopian said. Newspapers are unbeatable for couponing and supporting TV ads in a mix of media advertising, he said. "Newspapers have great attributes for new product introductions. You are the retail medium." But, he warned, newspapers too often spend a lot of time selling against other newspapers rather than emphasizing their collective strengths.

Newspaper executives also were told they must continue to monitor changes in the overall advertising environment and in specific categories, such as retail stores, food and automobiles.

Alfred A. Marasca, vice president of marketing for Ralphs Grocery Co., noted that as population growth levels off, retailers will not be able to rely on automatic growth. "We will all be competing for a bigger piece of the same pie—rather than a larger pie," he said.

Consumers, too, will face less growth and, in some cases, scarcity of food, fuel and basic commodities. Already concerned about calories, health, nutrition and the environment, such consumers will require new marketing and distribution, Marasca said.

Richard Neale, food vice president for the Newspaper Advertising Bureau, described such consumers as "careful." He added that in their search for information, consumers find newspapers to be a natural source.

A recent NAB survey of shoppers found 84 percent said they read or looked at a newspaper in the previous seven days and "70 percent of those surveyed said they had checked food ads before their last major shopping trip," he said.

Several speakers emphasized that as advertisers move away from mass audiences and toward the most likely consumers for their wares, newspapers must be able to prove they reach those targeted consumers.

"I'd suggest you give us more information about the diversity, the characteristics of the different groups that comprise your circulation," N.W. Ayer's Hagopian said. "Show us if you've got quality, not just numbers."

Marasca said new technology in the retail food business, such as computer scanning of purchased goods at the supermarket checkout, is both creating and feeding the appetite for more information.

Louis T. Hagopian

Alfred A. Marasca

"Newspapers . . . are continually reviewed and added or deleted on the basis of results. Scanning enables us to determine which newspapers are returning the most coupons, the most advertised features, the most customers. Additionally, placement of items within the ad is now measured for maximum effectiveness," Marasca said.

Other innovations discussed included the growing number of newspapers that offer coverage to nonsubscribers; experiments with cable television advertising by 78 dailies; and new ad vehicles, such as a weekly color magazine distributed through 12 newspapers by a group of retail stores in California.

A membership survey conducted before the meeting revealed that INAME executives believe readership and circulation are the leading challenges facing them over the next five years.

NAB President Craig C. Standen reiterated that concern in his report to the conference. "The key to victory in the battle for share of advertising is our ability to hold and build our audiences," Standen said.

The July 18-21 meeting in Coronado, Calif., drew more than 350 registrants, up slightly from last year. ☐

Dental association told not to restrict advertising

The Federal Trade Commission in August prohibited the American Dental Association from restricting advertising by members. The order was similar to that issued previously against the American Medical Association [presstime, April 1982, p. 18].

Under the FTC order, the ADA may not prohibit truthful advertising by members, nor can it interfere with dentists' solicitation of patients. The ADA may, however, adopt and enforce guidelines barring false or deceptive advertising. ☐

Taking the newspaper story to advertisers' top echelons

By Craig C. Standen

One of the most important trends in advertising in the past 25 years has been the increasing concentration of decision-making power in the hands of fewer and fewer people in fewer and fewer companies.

This is true in all areas of newspaper advertising.

In **national** advertising, the 100 largest agencies now account for more than 80 percent of total U.S. agency billings. The top 100 advertisers purchase 54 percent of all national advertising.

Agencies are consolidating. Smaller local and regional agencies are rapidly being bought up by the large national and international agencies. The same pattern is visible among advertisers, too. Twenty years ago there were 220 independent brewing companies in the United States. Today there are 80. By 1990, experts predict there may be fewer than 10.

In **retailing,** the big department stores in your market no longer belong to the families who founded them. Today they are units of Allied, or Federated, or Macy's—and increasingly, their most important advertising decisions are made at regional or corporate headquarters. The same kind of centralization is true of shopping centers and malls, which now account for more than 40 percent of all retail sales. Most centralized of all are the largest department store and discount chains such as Sears, Penney's and K mart.

Even in **classified,** advertising decision making is becoming concentrated among large real estate companies such as Century 21, ERA and Merrill Lynch, and among national advertising agencies specializing in personnel recruitment such as Thompson Recruitment, Bernard Hodes Advertising and Nationwide Advertising Service.

One of the Newspaper Advertising Bureau's most important activities is keeping the newspaper business in close contact with the chairmen, presidents and operating managements of major companies and ad agencies—the people who ultimately determine where the majority of advertising dollars are spent. Here are some examples:

- *Retailing*—On Feb. 26, our top retail executive, Al Eisenpreis, made his "Marketing Clothes to Women" presentation to the annual management meeting of Belk Stores, a regional retail chain with more than 200 stores in the South and Southeast. The Belk executives voted the bureau's presentation the "most important" of the two-day meeting.

- *Automotive*—On March 16, the bureau's board of directors and national sales team were the guests of the top management of General Motors at a meeting in Southfield, Mich. Joining then-Chairman Ed Estlow and me as speakers were GM's chairman, Roger Smith, and four corporate vice presidents.

But the emphasis—over an entire afternoon and evening that included meetings, a reception and dinner—was on person-to-person contact between newspaper people and GM people.

The next morning a similar meeting was held, beginning with breakfast, with American Motors' top management, including Paul Tippett, the chairman, and Jose Dedeurwaerder, the new president.

Used as a backdrop at both meetings were panels containing automotive-related news stories, special sections and promotions from more than 200 U.S. and Canadian member newspapers. It was a striking reminder of the helpful editorial setting that newspapers provide for automotive advertisers.

- *Airlines*—On June 2, the bureau board was host at a joint reception and dinner with the directors of the Air Transport Association. Among those attending were the chairmen, presidents or executive vice presidents of 19 airlines, including Pan American, American, Continental, Western and USAir—every one a major newspaper advertiser.

- *Shopping centers*—On June 26 and 27, the bureau staged a two-day shopping-center conference at the Dallas/Fort Worth Airport, bringing together 42 advertising executives—from both newspapers and representative firms—with marketing managers from 10 shopping-center operators representing 242 centers. These included major operators such as Homart, Rouse and Federated. The emphasis was on small working groups and one-on-one conversations for trading of experiences and ideas.

American Airlines Chairman Albert V. Casey (left) swaps ideas and viewpoints with Los Angeles Times Publisher Tom Johnson.

- *Food retailing*—On Sept. 14, we will stage a joint symposium with the Food Marketing Institute. To be attended by the chief executive of virtually every major supermarket chain in the United States and Canada, the symposium will consist of an afternoon meeting followed by dinner.

Meetings like these do more than give us an opportunity to press home our sales arguments with major advertisers and ad agencies. They also build a vital understanding of each others' needs and problems. Perhaps most importantly, they provide our business with hundreds of personal links to the people at the top of the companies we depend on for the bulk of our revenues. ☐

Standen, president of the Newspaper Advertising Bureau, is a regular contributor to presstime.

Retail ad aids available

1982 Potential Advertising Revenues from Retail reports may be ordered from the Newspaper Advertising Bureau.

To be published Oct. 1, the localized PARR reports can help advertising executives evaluate their markets, set goals, compare sales in various store groups and identify sales opportunities. They include local population and income breakdowns, retail sales estimates, and projections of available advertising dollars.

The reports are available for $40 from NAB, 485 Lexington Ave., New York, N.Y. 10017. ☐

Newsprint cost climbed faster than indices

By Jon G. Udell

As publishers are painfully aware, the price of newsprint has risen rapidly during the past 10 years. However, price increases are not unique to newsprint: almost all goods and services have experienced escalating prices for a decade or more.

To evaluate the rising cost of newsprint, it is necessary to examine newsprint prices relative to more general measures of inflation. Numerous price indices are available for this purpose. Three of the most logical indices to use are those for pulp, paper and allied products; all industrial commodities; and the total economy.

In 1970, the U.S. price of newsprint was $168 per metric ton; by mid-year 1981, suppliers of U.S. newsprint either had raised their price to $500 per ton or had announced a forthcoming price of that magnitude. However, the 198-percent rise during this 11-year period somewhat overstates the price increases because the typical basis weight of newsprint has declined from 32 to 30 pounds since 1970.

There is 6⅔ percent more surface area in 30- than 32-pound newsprint. Therefore, for years 1970 through 1973, one may adjust the price of 32-pound newsprint up by 6⅔ percent. In other words, the amount of surface area contained in a metric ton of 30-pound newsprint cost $179.20 back in 1970.

As of mid-year 1981, the $500-per-metric-ton price of newsprint was 179 percent higher than the adjusted 1970 price. This increase exceeded the rise of all pulp, paper and allied product prices as well as producer prices for all commodities and the general rise of prices as measured by the U.S. gross national product deflator. As shown in the price indices table, pulp, paper and allied product prices rose 153 percent between 1970 and 1981; producer prices for all commodities increased about 166 percent; and the GNP deflator rose almost 112 percent.

Price indices can be found showing greater increases than that for newsprint prices. However, the indices for all paper products, all producer commodities, and the total gross national product are probably the most relevant indices to use in evaluating the rise of newsprint prices. The latter index—the GNP deflator—gives the best *general* measure of inflation because it encompasses the total economy, including both industrial and consumer products and services. Thus, the GNP deflator is superior to the Consumer Price index, for example, when evaluating the increased price of an industrial product such as newsprint.

During the 1970-81 period, the newsprint price increase exceeded the pulp, paper and allied products increase by 17 percent. During that same time, newsprint prices rose 8 percent more than producer prices for all commodities and 60 percent more than the GNP deflator!

The labor charges and energy costs of newsprint producers have risen substantially. Therefore, the relatively rapid climb of newsprint prices since 1970 may be due to abnormally high cost increases in the newsprint industry. Also, there were several shortages of newsprint during the decade of the '70s. Whenever demand exceeds supply, there is strong upward pressure on prices.

Although several producers attempted to increase the price of newsprint in recent months, the price has been fairly stable during the past year.

Therefore, some of the differential between the rise of newsprint prices and those of other relevant products may have been eliminated. ☐

Udell, ANPA's economics consultant, is Irwin Maier professor of business at the University of Wisconsin Graduate School of Business.

Price indices for newspring, pulp, paper and allied products, all commodities and the GNP (1970-81)

Year	Newsprint prices[1]	Producer prices: pulp, paper and allied products	Producer prices: all commodities	GNP deflator
1970	100.0	100.0	100.0	100.0
1971	104.8	101.8	103.3	104.9
1972	108.3	104.8	107.9	109.3
1973	114.9	112.8	122.0	115.5
1974	144.5	140.2	145.0	125.6
1975	160.2	157.5	158.4	137.3
1976	175.2	165.8	165.8	144.4
1977	187.5	172.3	175.9	152.8
1978	197.0	180.8	189.6	164.0
1979	212.1	202.4	213.4	177.9
1980	245.5	230.5	243.5	193.9
1981	279.0[2]	253.0	265.8	211.7

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[1] Newsprint prices are as of July 1 of each year for a metric ton of 30-pound newsprint or its equivalence in the Eastern United States

[2] Based on the $500-per-metric-ton price established by some mills on June 1, 1981

Sources: ANPA; *Statistical Abstract of the United States; Survey of Current Business*

Bowater to raise price of newsprint to $520

Bowater Corp. has notified U.S. customers it will raise its newsprint price $20 a metric ton to $520, effective Nov. 1. The company increased its price from $490 to $500 a ton Jan. 1.

But St. Regis Paper Co. postponed its scheduled Aug. 1 increase to $525. It was the latest in a series of price-hike postponements that have taken place since spring [presstime, July 1982, p. 55].

Report tracks rising demand, mill capacity

Newsprint demand in the United States, including consumption and inventories, increased in 1981 to 10.6 million metric tons, up from 10.3 million metric tons in 1980.

Japan, at 2.6 million metric tons, had the second largest demand figures.

The United States also led the world in 1981 growth in newsprint production capacity—increasing by 420,000 metric tons. Canada was second with an increase of 360,000 tons; Scandinavia and Japan third with 115,000 tons each.

Canada was first in production with 8.9 million metric tons, followed by the United States with 4.8 million [presstime, Feb. 1982, p. 45] and Japan with 2.6 million.

The figures for North America are final, while those for the rest of the world are preliminary.

The information was reported in Newsprint Data, an annual survey of worldwide newsprint supply and demand published by the Canadian Pulp and Paper Association.

Other facts cited in the report:

- World newsprint demand reached 26.7 million metric tons, an increase of 3.2 percent over 1980. World demand was 91 percent of capacity compared with 92 percent in 1980.
- World demand grew at an average annual rate of 3.3 percent during the past decade, despite worldwide recessions in 1971 and 1975. The annual growth rate accelerated from 3 percent in the first half of the decade to 3.6 percent in the second.
- World newsprint capacity reached 29.4 million metric tons. Revised figures for 1980 show that world capacity was 28.2 million metric tons.
- A further addition to world capacity of 1.7 million tons is scheduled for this year. Capacity is expected to increase in Canada by 530,000 tons, in Scandinavia by 335,000 tons and in the United States by 255,000 tons. Australia, South Africa and India will expand by 100,000 tons.

A limited number of copies of the report are available from the ANPA Newsprint/Traffic Department at The Newspaper Center, Reston, Va. ☐

Newsprint notes

United Paperworkers International Union members at Great Northern Paper's East Millinocket, Maine, newsprint mill **ratified a new two-year contract** July 31. It provides for wage increases of 76 cents per hour the first year and 7 percent the second.

UPIU workers at Manistique Papers Inc.'s Manistique, Mich., mill ratified a two-year contract July 16 calling for a 6.8-percent wage increase the first year and 60 cents per hour the second.

Meanwhile, members of the Canadian Paperworkers Union at Bowater Mersey Paper Co.'s Liverpool, Nova Scotia, mill and Consolidated-Bathurst's mills in Trois-Rivieres, Shawinigan and Grand Mere, Quebec, signed new two-year contracts. They provide for a 22-percent wage increase, following the same 12- and 10-percent pattern of earlier settlements in eastern Canada.

Negotiations are continuing with other paper companies that have not reached agreements on new contracts [presstime, Aug. 1982, p. 36].

• • •

The Technical Association of the Pulp and Paper Industry and the Canadian Pulp and Paper Association will sponsor a four-day **International Printing and Graphic Arts Conference** Sept. 28-Oct. 1 at the Hilton International Quebec in Quebec City.

The Sept. 29 session on "Ink Properties and Printing Performance" was designed to interest printers. Those interested can register for one day only. Write to W. Robert Wood, Technical Section, CPPA, Sun Life Building, 23rd Floor, 1155 Metcalf Street, Montreal, Quebec H3B 2X9.

• • •

Crown Zellerbach Corp. is **contemplating sale** of its 85-percent interest in **Crown Zellerbach Canada Ltd.** Canadian operations include a newsprint mill at Campbell River, British Columbia, with a preliminary rated annual capacity of 386,000 metric tons.

The company also has labeled the Port Angeles, Wash., newsprint mill a "secondary" facility whose future depends on maintaining profitability without further major capital investment. ☐

First six months' financial reports of paper companies

Net Income (In thousands of dollars)

	1982	1981	% Change
Abitibi-Price Inc.	$45,312	$62,818(a)	-27.9
Boise Cascade Corp.	(2,880)(b)	64,370(a)	--
British Columbia Forest Products Ltd.	(17,000)	35,700	--
Consolidated-Bathurst Inc.	35,147	65,658(b)	-46.5
Crown Zellerbach Corp.	26,800 (b)	39,200(b)	-31.6
Crown Zellerbach Canada Ltd.	(9,600)	16,000	--
Domtar Inc.	5,400 (a)	31,000(b)	-82.6
Great Lakes Forest Products Ltd.	17,606	42,020	-58.1
Great Northern Nekoosa	41,200	48,300	-14.7
International Paper Co.	101,200 (b)	231,400(b)	-56.3
Kimberly-Clark Corp.	116,600	115,900(c)	+ 0.6
MacMillan Bloedel Ltd.	(21,500)	21,500	--
St. Regis Paper Co.	36,536 (b)	102,201(c)	-64.3
Southwest Forest Industries	(10,156)	10,593	--
Weyerhaeuser Co.	83,095	131,899	-37.0

(a) including extraordinary loss
(b) including extraordinary gain
(c) restated
( ) = loss

Seven-month report

July consumption drop brings down 1982 total

According to preliminary figures, newsprint consumption by all U.S. users in July dropped 1 percent from July 1981 levels. For the first seven months of 1982, total consumption was down .1 percent.

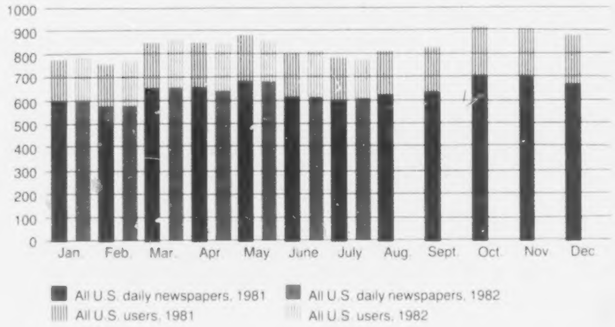
Consumption by U.S. daily newspapers declined .1 percent in July compared with July of 1981, and 1.4 percent for the seven-month period.

Stocks of ANPA-member newspapers in the statistical sample averaged 58 days' supply in July compared with 61 days in June.

North American mill stocks in July were up 95 percent over last year's figure.

Production in Canada was down 5.2 percent for the first seven months of 1982 compared with the same period in 1981. It also declined at U.S. mills over that period by .1 percent.

Estimated newsprint consumption, 1981-82
(Thousands of metric tons)



Estimated consumption of all U.S. users

	1982	1981	% Change
May totals	878,000(r)	897,000	-2.1(r)
June totals	808,000(r)	814,000	-0.7(r)
July totals	784,000(p)	791,000	-0.9(p)
Seven-month totals	5,766,000(p)	5,770,000	-0.1(p)

Estimated consumption of all U.S. daily newspapers[1]

Region	June 1982	June 1981	% Change
Northeast	162,506	151,690	+7.1
North Central	136,144	143,604	-5.2
South	189,913	194,995	-2.6
West	141,960	141,894	+0.1
Circulation size			
up to 25,000	59,235	55,943	+5.9
25,001-100,000	110,627	115,824	-4.5
Over 100,000	460,661	460,416	-0.1
June totals	630,523(r)	632,183	-0.3(r)
Six-month totals	3,819,187(r)	3,884,091	-1.7(r)
Region	**July 1982**	**July 1981**	**% Change**
Northeast	151,911	138,355	+9.8
North Central	127,790	144,285	-11.4
South	192,878	194,155	-0.7
West	141,361	137,490	+2.8
Circulation size			
up to 25,000	58,066	56,097	+3.5
25,001-100,000	107,803	113,853	-5.3
Over 100,000	448,071	444,335	+0.8
July totals	613,940(p)	614,285	-0.1(p)
Seven-month totals	4,433,127(p)	4,498,376	-1.4(p)

Stocks

U.S. publishers[2]		(Days' supply on hand)	(Days' supply in transit)
May 1982	1,012,002	52	7
May 1981	846,451	42	7
June 1982	998,897(r)	55(r)	6(r)
June 1981	902,226	48	7
July 1982	991,608(p)	52(p)	6(p)
July 1981	951,875	49	7
Canadian mills			
July 1982	397,067	--	--
July 1981	211,327	--	--
U.S. mills			
July 1982	100,823	--	--
July 1981	43,362	--	--

Production

	Canada	U.S.A.	North America
July 1982	617,267	362,813	980,080
July 1981	726,266	404,976	1,131,242
Increase or decrease	-108,999 -15.0%	-42,163 -10.4%	-151,162 -13.4%
Seven months 1982	4,963,806	2,739,886	7,703,692
Seven months 1981	5,235,059	2,735,854	7,970,913
Increase or decrease	-271,253 -5.2%	+4,032 +0.1%	-267,221 -3.4%

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
July 1982	397,795	66,727	150,104	614,626
July 1981	480,611	87,626	169,693	737,930
Seven months 1982	3,282,295	568,614	909,716	4,760,625
Seven months 1981	3,548,563	614,839	1,025,176	5,188,578
Increase or decrease	-266,268 -7.5%	-46,225 -7.5%	-115,460 -11.3%	-427,953 -8.2%
From U.S. mills				
July 1982	325,602	----	24,849	350,451
July 1981	365,288	----	35,773	401,061
Seven months 1982	2,498,761	----	177,945	2,676,706
Seven months 1981	2,567,475	----	145,609	2,713,084
Increase or decrease	-68,714 -2.7%	---- ----	+32,336 +22.2%	-36,378 -1.3%
From North American mills				
July 1982	723,397	66,727	174,953	965,077
July 1981	845,899	87,626	205,466	1,138,991
Seven months 1982	5,781,056	568,614	1,087,661	7,437,331
Seven months 1981	6,116,038	614,839	1,170,785	7,901,662
Increase or decrease	-334,982 -5.5%	-46,225 -7.5%	-83,124 -7.1%	-464,331 -5.9%

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[1] Based on stratified data from ANPA-member newspapers in statistical sample; figures in this and other tables in metric tons.

[2] Represents stocks of ANPA-member newspapers in statistical sample

(r) = revised

(p) = preliminary

ITU, Guild push ahead with merger discussions

By Clark Newsom
presstime labor writer

The full merger committees of the International Typographical Union and The Newspaper Guild ended three days of meetings Aug. 25 in Washington, D.C., without producing a merger document that can be presented to the unions' memberships.

"We've narrowed things down," Guild President Charles A. Perlik Jr. told presstime at the conclusion of the meetings, but he refused to elaborate on the status of such issues as:

- The dues structure
- The formula for determining locals' voting strength in roll calls at conventions of a merged union
- Convention delegate-selection procedures
- Whether a simple majority or a two-thirds vote of the proposed International Governing Board would be necessary to overturn a withholding of strike sanction by the proposed International Executive Council.

Perlik said the merger committees would resume deliberations Sept. 7-8 in Colorado Springs, Colo.

Perlik and ITU President Joe Bingel each head a three-member summit committee of their respective unions [presstime, July 1982, p. 46]. The unions' merger "negotiating" committees have 12 members each, including the presidents.

A meeting of the summit committees followed the ITU's 124th convention in Seattle Aug. 2-6—a convention that was preoccupied with the possibility of merging with the Guild or another union.

Delegates approved a resolution that "nothing be permitted to interfere with the final consummation of merger terms at the meetings with The Newspaper Guild later this month."

The resolution added that if merger with the Guild is not accomplished by next year, the ITU's Executive Council "is instructed to vigorously pursue" merger with other unions.

Approval was not unanimous, however. A number of delegates—especially those representing mailers locals—expressed doubts about the wisdom of such a merger. In fact, the president of the Chicago Mailers' Union resigned in protest from the ITU merger negotiating committee and left the convention.

During the convention it was revealed that the ITU's working membership has dropped from nearly 60,000 seven years ago—when the merger talks began with the Guild—to about 47,000. The Guild has about 32,000 members.

"Merger is a subject that is on the mind of every delegate here," Bingel said in his opening address to the 216 delegates representing 141 locals.

He said that after merger talks with the Guild collapsed last year [presstime, May 1981, p. 43], he met with Kenneth J. Brown, president of the Graphic Arts International Union, and learned "he was having serious merger discussions" with Sol Fishko, president of the International Printing and Graphic Communications Union. "Understandably," Bingel said, "this took preference to any meetings with our union."

He reported he also had "some informal discussions" with Glenn E. Watts, president of the 650,000-member Communications Workers of America.

Watts, who was a speaker at the convention, noted there had been "some discussion" with leaders of graphic arts unions about the possibility of "getting together" with the CWA in some fashion. "The discussions have not been too serious," he said, adding that he would not want to disturb any current merger talks.

An increase in ITU contracts covering newsroom, advertising, circulation, dispatch and clerical employees was noted by Bingel. "This highlights our gradual transition to an industrial-type union," he said.

Other highlights. While the convention was most noteworthy for the merger discussions, it did delve into other areas.

Bingel (left) shares a light moment at ITU convention with ANPA's Anderson.

Only 66 propositions were submitted to the convention, the fewest in recent years. Delegates approved 34—none of them affecting the general laws, which are a part of most ITU agreements with publishers.

One convention-approved proposition would amend the union's constitution to permit expenditures from the strike fund for "activities in lieu of a strike," such as a public relations campaign against an employer.

In urging passage of the proposition, Bingel said: "A strike is no longer the ultimate weapon. New and alternative measures to strengthen our bargaining and organizing positions are being developed. Implementing these new alternatives may require the expenditure of additional sums of money no longer available from the general fund."

That proposition and others that would amend the ITU constitution are subject to membership approval in an October referendum.

The strike fund balance as of Dec. 31, 1981, was reported to be $6,726,939.

The delegates also adopted a committee report urging members, "because of the potential for both visual and general fatigue from the operation of VDTs, to seek regularly scheduled breaks every one hour, of 15 minutes, or every two hours of 20 to 30 minutes."

Another report noted that "pagination is here" and said negotiating teams "must insist that our members participate in this new technology and be trained on news makeup and advertising makeup systems."

The committee on industrial pensions reported that employer withdrawal liability, a creation of the Multiemployer Pension Plan Amendments Act of 1980 [presstime, March 1982, p. 10], has provided $797,257 in revenue to the ITU Negotiated Pension Plan from employers that have ceased their contributions.

The report noted that the plan's unfunded vested liability was $101 million on Dec. 31, 1979, falling to $77 million on Dec. 31, 1980, and $42 million on Dec. 31, 1981. "Our actuaries believe the unfunded vested liability will be reduced to zero within five years," the report said.

Carl E. Hatton, administrator of the ITU's plan, said the effect of declining membership on the plan "continues to be more than offset by the ever-increasing contribution rates negotiated in renewal contracts and favorable interest rates in the market."

In a welcoming address, W.J. Pennington, president and publisher of The Seattle Times, noted that outlays for equipment and services "continue to grow at an alarming rate." He said the passing on of those increases to advertisers and readers is counterproductive.

"Our message here is that we are the best friends you have in this area, and we need your continued support and cooperation if we are both to prosper," Pennington said.

In a similar vein, ANPA Vice President/Human Resources Roy W. Anderson told the delegates that the period of excessive wage increases that are passed on to readers and advertisers "is coming to an end."

At the same time, he said, there is "a growing concern in sensitive organizations" to treat employees fairly.

"Morale is taken seriously by business because of the lessons learned from the past and from successful organizations," Anderson told the convention. "The growing newspapers today are increasing their productivity over the long run with a strong human relations commitment by management and labor to attain the necessary and desired results for a prosperous business and economy." ☐

NLRB judge clears Newsday of unlawful tactics complaint

Newsday of Long Island, N.Y., did not engage in unfair labor practices during a union attempt to organize a group of its delivery employees, an administrative law judge of the National Labor Relations Board has decided.

Judge Arthur A. Herman found that Newsday's consolidation of its delivery operation was prompted "solely by economic and efficiency reasons." A complaint issued by the NLRB regional office in Brooklyn, N.Y., had alleged that the company "eliminated" an unrepresented bargaining unit of delivery employees by giving them jobs in a transportation unit represented by Local 406 of the International Printing and Graphic Communications Union.

Herman also rejected allegations that the company unlawfully questioned employees about their union activities, finding that the company's witnesses were more credible than the union's.

He recommended that the board dismiss the complaint "in its entirety." The complaint was based on charges filed by the Newspaper and Mail Deliverers' Union of New York and Vicinity.

The case arose when the deliverers' union filed a petition with the NLRB to represent 86 independent drivers who delivered papers to vending machines, industrial plants and retail stores.

The NLRB regional office found the deliverers were employees and not independent contractors as Newsday had contended. It further found that the employees constituted a separate unit from the existing unit represented by the IPGCU.

Delivery trucks lined up at loading bays.

Judge Herman found that before the deliverers' union appeared on the scene, the company had begun to study the feasibility of expanding single-copy sales by going to an earlier press time, delivering the papers before 7 a.m. and combining its delivery operation.

After a successful pilot program, the company notified the "independents" that it was discontinuing their operation. At the same time, the company offered them jobs; 67 accepted.

The NLRB regional director subsequently scheduled a representation election to determine if the former independents desired union representation. And in the Aug. 20, 1981, election, the company challenged the ballots of all the voters, contending they were no longer in the unit that had been found appropriate for bargaining. The ballots were impounded, and the regional director consolidated the representation and unfair-labor-practice proceedings to be heard by an administrative law judge.

Judge Herman sustained the company's challenge to the ballots on grounds that an appropriate unit no longer existed. He said it was "quite clear" that the employees had been integrated into one overall delivery system.

Also at issue was the company's refusal to hire several of the former independent drivers. The NLRB attorney argued they were not hired because of their activities on behalf of the deliverers' union. Herman, however, found no discriminatory motive on the part of Newsday. He said the company "more than amply demonstrated" that its reason for not hiring the individuals was its concern over their attitudes and abilities.

In a filing with the board, the NLRB regional office has taken exception to Herman's decision.

(Newsday Inc. and Newspaper and Mail Deliverers' Union of New York and Vicinity, JD-[NY]-62-82) ☐

Union loses representation bid

Employees hired to work in a new facility established for mailing advertising material are not covered by an existing labor agreement, an NLRB regional director has ruled.

The decision by Regional Director Martin M. Arlook upheld the Atlanta Journal and Constitution's position in the "unit clarification" proceeding.

Mailers' Union No. M34 had contended that the 18 employees working on the newspapers' marriage mail vehicle REACH (Regionally Enhanced Advertising Coverage of Households) [presstime, Aug. 1982, p. 18] constituted an accretion to its mailroom bargaining unit at the company's headquarters. REACH is located about 12 miles from the mailroom.

The company set up the new operation to broaden its coverage to nonsubscriber households. The employees there prepare preprints and circulars for delivery by the U.S. Postal Service.

Arlook noted that the REACH employees have different wages, working conditions and supervision than the union-represented mailers.

The NLRB has "consistently" followed a restrictive policy in finding an accretion, he noted, because to do so forecloses the right of employees to select their bargaining agent. He said the board has declined to find an accretion where any one of the following factors is either absent or occurs with infrequency:

- Interchange between the new and existing group
- Common supervision
- Physical, functional and administrative integration of the two groups
- Common skills and function.

(Cox Enterprises Inc., d/b/a Atlanta Newspapers and Atlanta Mailers Union No. M34, NLRB Case No. 10-UC-135) ☐

Court denies ITU motion for arbitration

A federal judge has denied a motion by Typographical Union No. 23 for an order directing the Milwaukee Journal and Sentinel to submit to arbitration an issue involving the introduction of an electronic copy-processing system.

Last year, an appellate court overturned an arbitrator's award that would have required the company to bargain over the impact of the system on composing room employees [presstime, March 1981, p. 46].

The union subsequently contended that the appeals court had left open the question of the scope of the labor agreement's jurisdictional language. Therefore, the union said, that matter remained available for arbitration.

But U.S. District Judge Myron L. Gordon ruled there were "no remaining issues" to be decided.

(Milwaukee Typographical Union No. 23 v. Newspapers Inc., USDC ED Wis., CA No. 81-C-1518) ☐

NLRB elections

San Luis Obispo County (Calif.) Telegram-Tribune, IPGCU: Newsroom employees voted 16-1 to be represented by the International Printing and Graphic Communications Union. The employees had been represented by an independent union [presstime, March 1981, p. 46].

At the same time, circulation department employees voted 9-8 against representation by the IPGCU.

(NLRB Case Nos. 31-RC-5324, 5325)

Ventura County (Calif.) Star-Free Press, IPGCU: Mailroom employees voted 6-2 in favor of representation by the IPGCU.

(NLRB Case No. 31-RC-5326)

Canadian election

Regina (Saskatchewan) Leader-Post, Guild: Circulation employees voted 23-6 to decertify Local 238 of The Newspaper Guild as their bargaining representative in an election conducted by the Saskatchewan Labor Relations Board.

Board orders paper to begin bargaining

The Granite City (Ill.) Journal has been ordered to bargain with the St. Louis Newspaper Guild over an initial contract for the free-circulation weekly's advertising, editorial and office employees.

The NLRB order affirms the ruling of an administrative law judge who heard the case last year. After the man who was the Journal's publisher at that time learned of union efforts to organize the employees, he engaged in unlawful activities to discourage support for the union, the judge found [presstime, Jan. 1982, p. 35].

The employees had voted 7-6 against the union in a representation election, but the board adopted the judge's recommendation that the election be set aside and a bargaining order be issued to remedy the unfair labor practices.

The board also ordered the paper to offer a former employee reinstatement to her job in the advertising department and to reimburse her for any loss of earnings.

Daniel J. Donnelly, president and publisher of the Journal, said the company was undecided whether to seek court review of the board's decision.

Robert A. Steinke, executive secretary of St. Louis Guild Local 47, said he was attempting to schedule a date to begin collective bargaining.

(Granite City Journal Inc., 262 NLRB No. 140) ☐

NLRB upholds mailer in dispute with union

The NLRB has affirmed an administrative law judge's ruling that a union representing mailers at the Kansas City (Mo.) Star and Times unlawfully deprived a former member of overtime work.

The judge found that after the mailer stopped paying dues to Mailers' Union No. 7, the union's steward, who had exclusive control over allocation of overtime work, passed over him for voluntary overtime [presstime, March 1982, p. 47].

The board ordered the union to reimburse the man for any loss of earnings and to "cease and desist" from unlawful conduct.

(Typographical Union, Mailers Local 7, 262 NLRB No. 107) ☐

Arbiter decides permanent bar of discharged printer unjustified

A printer discharged by The Seattle Times for altering two paychecks and four employee credit union checks should not be permanently barred from seeking reemployment, an arbitrator has ruled.

The grievant was fired for "neglect of duty" on Sept. 18, 1981. The six checks enriched the grievant by about $1,300, an amount he and relatives subsequently paid back.

The case was complicated by a provision in the General Laws of the International Typographical Union, which the company had agreed to recognize, that states a journeyman discharged for neglect of duty "shall not be denied the privilege of seeking work . . . for a period longer than six months."

Arbitrator Richard B. Peterson held that the printer had been discharged "in a fair manner." However, he agreed with Northwest Typographical Union No. 99 that the grievant, a deaf and speech-impaired person, had been experiencing major personal difficulties during the last 22 months of his employment, and those difficulties should mitigate the permanency of the discharge.

"His wife had divorced him, he had become an alcoholic, he had tried to commit suicide, and finally the child support payments had caused financial hardships," the arbiter noted. "These problems alone would have taxed most people's coping mechanisms."

Peterson, a University of Washington professor, noted that prior to "these steamrolling events" the grievant had been a satisfactory employee for more than 12 years. Furthermore, he had been meeting with a minister and a psychologist to deal with his problems.

"At this time," Peterson said, "it is unclear whether (the grievant) is ready to return to work. Thus, my suggestion is that the parties try to reach some agreement as to the preconditions before he can exercise his reemployment rights."

The employee had been on a job-security list guaranteeing him a lifetime job, but his discharge "for cause" voided the job guarantee.

Company upheld on three of four issues involving training for electronic work

An arbitrator has upheld the San Francisco Newspaper Agency on three of four issues involving the training of electronic maintenance technicians.

The agency performs noneditorial functions for the San Francisco Chronicle and the San Francisco Examiner.

Arbitrator Sam Kagel agreed with Bay Area Typographical Union No. 21 that technicians should be allowed 24 months, rather than 18, to complete a correspondence course (number 5) of the Cleveland Institute of Electronics. The company allowed the technicians four and a half hours of on-the-job study time per week.

But Kagel sustained the agency's position by ruling that:

- Those who drop out of an advanced course (number 6) are responsible for the cost of that portion of the course they do not complete.
- Technicians are not entitled to receive training from Autologic Inc. representatives.
- Technicians must supervise equipment operators in the phototypesetting room.

Federal judge clears newspaper of age bias charge

The former classified advertising manager of The Morning News and Evening Journal of Wilmington, Del., is appealing to the 3rd U.S. Circuit Court of Appeals a lower court's dismissal of his suit alleging that he was unlawfully discharged.

Thomas P. Grant Jr. filed charges against Gannett Co. Inc. and The News-Journal Co. under the Age Discrimination in Employment Act, alleging that his dismissal was motivated by Gannett's policy of replacing senior employees with younger people. Born in 1922, he argued that but for his age he would not have been discharged on Aug. 27, 1979.

U.S. District Judge Caleb M. Wright found that the decision to terminate Grant "was not motivated by discriminatory purpose." He ruled that although Grant had made out a prima facie case of age discrimination, he "ultimately failed to meet his burden of proving by a preponderance of the evidence" that age was a determinative factor in his discharge.

Grant had joined the papers in 1947 and became classified ad manager in 1966. Gannett purchased the company in 1978.

"The court is persuaded that the Gannett management at The News-Journal found Grant unresponsive to what was, by all accounts, a substantial change in management style," Judge Wright said.

(Grant v. Gannett Co. Inc. and The News-Journal Co., USDC Del. CA No. 79-515)

Additional arbitration awards

Milwaukee Journal and Sentinel, IPGCU: Arthur A. Malinowski awarded pressmen a $30-a-week wage increase retroactive to Sept. 1, 1981.

Niagara Falls (N.Y.) Gazette, ITU: Margery Gootnick denied the union's request for triple-time pay for work performed on Christmas 1981 and New Year's Day 1982.

Pittsburgh Press, ITU: Myron L. Joseph ruled that the company did not violate the labor agreement when it filled a vacant position in the national advertising sales department by hiring a person from outside the organization.

Rochester (N.Y.) Democrat and Chronicle and Times-Union, ITU: Jean T. McKelvey sustained the discharge of a printer for failing to carry out an assignment and creating a disturbance in the composing room.

Washington Post, ITU: Marcel Mallet-Prevost found the company owed one shift's pay to a substitute printer who was denied employment on July 16, 1981.

(Full texts available from the ANPA Labor and Personnel Relations Department at The Newspaper Center, Reston, Va.)

Personnel relations

Performance reviews can be communications tool

(Editor's note: Performance appraisal has received more attention than any other activity in personnel administration. Personnel journals regularly devote entire sections to the topic. Personnel workshops are not considered complete without a segment on it. This scrutiny of performance-appraisal systems has raised many questions regarding the merits of conducting performance reviews. These questions are addressed in the following article.)

By Virginia Tadie

A performance-appraisal program is one in which supervisors evaluate the performance of employees at regular intervals in a prescribed manner.

An organization develops guidelines and identifies specific criteria, incorporating the skills, qualities and results on which the appraisal is to be based. These criteria meet the specific needs and interests of the business and each position within it.

A preliminary analysis of an ANPA questionnaire mailed to all member newspapers last fall shows that of 533 responding, 326 papers, or 61 percent, currently have formal performance-appraisal programs.

Performance appraisals and their role vary greatly. General industry studies completed in 1977 and 1979 showed a trend toward linking pay with performance and using appraisals primarily for compensation decisions.

In some cases, however, the appraisals are viewed only as a means to evaluate past performance and to plan for the future.

Performance appraisals typically provide information for two areas of evaluation: administrative and developmental.

The administrative function is to supply management with information on which to base decisions such as transfers, promotions, compensation, etc.

The developmental function provides management with information to be used in assisting employees in their efforts to grow and develop within the organization and to improve performance.

In both areas, performance appraisals are a managerial tool used to improve the performance of individuals and to increase the productivity of the organization.

While structured in nature, the performance appraisal should be a dynamic process in which the supervisor and employee jointly identify goals and discuss means of attaining them, linking the individual's goals with the goals and needs of the organization.

In assessing the evaluative nature of such appraisals, it is important to recognize the complexity of the process. For example, merely looking at the amount of copy produced by a particular reporter will not yield an accurate picture of performance. Quality, timeliness, originality, use of direct sources and many other factors are certainly more important and more appropriate criteria.

Three perspectives. When deciding whether to implement a performance-appraisal program, it is best to view potential gains from three different perspectives: those of employees, supervisors and the organization.

When viewed from the employee's perspective, performance appraisals accomplish several goals:

- Employees are able to learn how well they are performing their assigned duties and meeting the expectations of their supervisors. They also can review the expectations, responsibilities, priorities and objectives pertinent to the position.
- Employees and supervisors together can define steps to be taken to improve in areas the appraisals show need strengthening.
- Employees also can discuss with supervisors what job opportunities exist in both the current position and in the company in general, enabling the employees to relate short-term work objectives to long-term career goals.

As emphasized by Barton W. Morris,

Mamie Shelor (left), accounting office manager of the Roanoke (Va.) Times & World-News, reviews performance of Payroll Administrator Nancy Caldwell.

Tadie is personnel relations associate in the ANPA Labor and Personnel Relations Department. This article is the third in a series on wage and salary administration.

chairman of the board of the Roanoke (Va.) Times & World-News. "From the employee's standpoint, performance appraisal assures that employees are counseled on their progress within the company."

Management also has the tendency to overlook good performance. Formal evaluation of an employee's work lets the employee know his efforts are recognized.

Managers benefit from the performance-appraisal process in several ways, too:

- It allows them to reiterate and review the responsibilities, goals and desired results of the position and to ensure that they are consistent with the needs and priorities of the organization. This has the effect of getting people on the right track and keeping them there.
- It provides them with guidelines and criteria for assessing individual employee performance in an effective, objective and consistent manner. These assessments are used in selection, advancement, training and compensation decisions.
- It opens channels of communication through which both manager and employee work cooperatively to develop mutually understood and agreed-upon goals and plans.

Edwin L. Heminger, editor and publisher of The Courier in Findlay, Ohio—where performance appraisals are used in conjunction with merit increases—emphasizes the communication aspect of the programs.

"We sensed performance appraisals were a way to communicate with employees," he says, "and we've found that employees find it satisfying and motivating to sit down and spend that time with their managers." The program has been well-received "all the way down to the firing line," Heminger adds.

For the organization as a whole, performance appraisal:

- Can help to identify promotable employees
- Can serve as a problem-solving tool
- Provides documentation for discipline and compliance with Equal Employment Opportunity Commission regulations
- Emphasizes improved performance as the key to the success of the organization.

At The Hartford (Conn.) Courant, where performance appraisals have been in use since 1971, Director of Administration Kenneth E. Supko emphasizes their ability to foster better communication between management and employees.

"Simply stated," he says, "employees can't improve if they don't know how they are doing. Performance appraisals serve to communicate problem areas, identify objectives and answer the 'What am I?' and 'Where am I going?' questions."

"Most importantly, performance appraisals can answer the 'How do I get there?' question with concrete and objective thinking," he adds.

Some cautions. Performance appraisal is not, however, without its problems. Developing and implementing a formal program represents a major commitment on the part of management—one that requires time, effort and planning. Several cautions should be remembered:

1. People in general—and managers specifically—are hesistant to "sit in judgment" on fellow workers. Supervisors must have extensive training in the mechanics of appraising performance.

2. There is a marked tendency on the part of managers to avoid "satisfactory" ratings of employees and instead inflate ratings in the belief that "satisfactory" equals "average," and "average" equals "unacceptable."

3. In the past, appraisals have been concerned with traits such as loyalty, ambition, etc. Appraisals should instead evaluate performance based on the results workers achieve—performance expressed in specific, measurable outcomes, evaluating not what people are but what people accomplish and how they accomplish it.

4. Both managers and supervisors must know why performance appraisals are being conducted. Are they to be used for compensation decisions, succession planning, career planning, promotion, etc.? These goals or purposes must be clearly identified. ☐

Court overturns reinstatement order

The 9th U.S. Circuit Court of Appeals has vacated a federal judge's order directing The Sacramento (Calif.) Bee to reinstate composing room employees who observed the picket line of striking mailers.

The court said the issue of whether they are entitled to reinstatement must be decided either in arbitration or in further court proceedings.

But at the same time, the court ruled that the judge properly affirmed an arbitration award that held the printers represented by Central Valley Typographical Union No. 46 had not forfeited their contractually guaranteed lifetime jobs by engaging in the sympathy strike [presstime, Nov. 1979, p. 43].

The court found the arbitrator's ruling was limited to a finding that the job guarantees survived the sympathy strike and was not a determination that reinstatement was appropriate.

Both the Bee and the union have asked the 9th Circuit for a rehearing.

(McClatchy Newspapers, d/b/a The Sacramento Bee v. Central Valley Typographical Union No. 46, USCA9 Nos. 80-4597, 81-4117) ☐

Four-month shutdown ends

La Tribune of Sherbrooke, Quebec, resumed publication Aug. 9 following a four-month shutdown caused by a new contract dispute with Montreal Typographical Union No. 145 [presstime, July 1982, p. 48].

The editorial and production employees represented by the union voted July 29 to accept a new three-year agreement retroactive to June 30, 1981. The new contract will give them a 36-percent wage increase over the three years. ☐

Recent contract settlements

Buffalo (N.Y.) Evening News, Teamsters: Three-year agreement covering drivers retroactive to Nov. 4, 1981.

Columbus (Ohio) Dispatch, IPGCU: Three-year agreement covering pressmen retroactive to April 1, 1981.

Milwaukee Journal and Sentinel, GAIU: Two-year agreement covering photoengravers retroactive to May 1, 1982.

Minneapolis Star and Tribune, IPGCU: Three-year agreement covering pressmen retroactive to Dec. 1, 1981.

(Details in August 1982 ANPA Labor & Personnel Relations Letter.)

Los Angeles bus sales fail, but concept thrives elsewhere

A single-copy sales experiment that placed two Los Angeles newspapers in "honor boxes" on buses has ended in failure. Excessive thefts and complaints from bus drivers led to an order from a state arbitrator banning the boxes.

In three other cities, however, newspaper racks on buses are considered a success.

The Los Angeles experiment, which began last March, involved the Los Angeles Herald Examiner (morning, circulation 285,656) and the Daily News of Los Angeles (morning, 127,571). Difficulties were apparent as early as April when Thomas J. Culligan, Daily News executive vice president and general manager, told a circulation clinic at the ANPA Convention that initial findings revealed that half of all the newspaper readers on buses "are thieves."

Apparently, the penchant of riders to take newspapers without paying for them made drivers uncomfortable and led to difficulties if they or other riders protested. Also, drivers complained that newspapers left on buses were a substantial clean-up problem.

Despite the problems, the Herald Examiner thought the experiment was showing signs of success. "We gained additional exposure," says Charles Vilotti, single copy sales manager for the paper. But the bus drivers' union filed a complaint asking for an injunction to remove the boxes, and in late July, a state arbitrator found in the union's favor. The newspaper does not plan to appeal the ruling.

The convenience of racks on buses has won converts for some newspapers, however [presstime, March 1981, p. 35].

The Columbus (Ohio) Citizen-Journal (morning, 117,178) and The Columbus Dispatch (evening, 202,220) have used honor boxes on buses for "seven or eight years," according to Circulation Director John Brigham. Sales have stabilized at around 1,100 per day, with the bulk in the morning. Bus drivers keep a close watch on the boxes, and pilferage is about 8 percent, Brigham says.

The theft rate is higher for bus racks in some other cities, but the newspapers involved plan to continue such sales anyway. The Commercial Appeal (morning, 292,853) and Memphis (Tenn.) Press-Scimitar (evening, 90,581) sell more than 400 newspapers on buses daily. The Galveston (Texas) Daily News (morning, 28,417) sells about 315. Pilferage runs about 30 percent in Memphis and 35 percent in Galveston, but circulation executives say drivers in both cities try to help in watching out for thieves.

The Galveston newspaper attributes this in part to a simple incentive it offers: every driver has a free newspaper waiting when he or she comes to work each morning. ☐

Racks work, or don't work, on honor system.

Newspaper 'talks' to delivery agents via computer

The Los Angeles Times has created a new network for communicating with its far-flung delivery agents. Instead of telephones, the newspaper is transmitting information with the push of a button via a Circulation Electronic Message System, or CEMS.

The system is operated by a Hewlitt-Packard 26-40 series computer and transmits by radio waves to the offices of most of the newspaper's 207 delivery agents.

Information is sent at a rate of one 80-character line per second from Times headquarters and received by a printer in the agent's office. The system covers more than 8,500 square miles, from Santa Barbara on the north to San Diego on the south, and from Palm Springs on the east to the Pacific Ocean on the west.

Currently, it allows the newspapers to communicate weather information to all agents at once—an important mission in a market that includes 25 different weather forecasting zones. Inaccurate weather data can result in the unnecessary bagging of newspapers at a cost that approaches $20,000 per day.

Also, one agent or group of agents can be targeted for other messages, such as directions for zoning preprints.

The newspaper expects to have all agents on-line and the system totally integrated with the newspaper's home delivery system by the end of the year. At that point, CEMS will be used for start and stop orders, damaged newspaper reports and other subscriber information.

Times Circulation Director Bert Tiffany said, "speed in responding to a customer is key. CEMS fits the bill perfectly." ☐

Los Angeles Times Electronic Message System

Weather, other data sent to deliverers.

Circulation degree plan advances

With additional contributions promised by a number of newspaper publishers, the first program designed to offer a college degree in circulation management has moved into a new phase.

The program was threatened by a lack of funds earlier in the summer, but appeals to circulation executives and publishers, who were asked to pledge $300 per year for three years, have brought a good response, according to Scott Chisholm.

Chisholm, who has been coordinating the project for Empire State College of the State University of New York and for the International Circulation Managers Association, will be named faculty director of the circulation program this month.

He said that for the next nine months, he will concentrate on gathering and reviewing—with the help of an advisory board—college-level materials on newspaper circulation, advanced management, personnel administration, and other topics to be covered in the degree-granting program. Such materials will have to be adapted for Empire State's independent study method of teaching [presstime, Nov. 1981, p. 37].

Chisholm also will develop a plan for selecting and enrolling students from across the country. Initially, the program will be open to as many as 32 people, Chisholm said. No starting date has been set. □

Chisholm makes public appeal for funds.

James A. Curtin (left) invites the support of the newspaper industry in the Shippers National Freight Claim Council's drive for federal legislation to retain liability protection for shippers and receivers. Curtin, SNFCC chairman and claims manager for Bowater Sales Co., met in Dallas with the ANPA Traffic Committee and its chairman, Hilton J. Wilson, director of newsprint and purchasing for The New York Times.

Transportation notes

(Compiled by the ANPA Newsprint/Traffic Department, this column features information about transportation developments that may affect newspapers' shipments of newsprint and equipment.)

President Reagan blocked until at least this month **nationwide rail strikes** by two unions.

On July 22, Reagan ordered a 60-day cooling-off period to avert a threatened strike by the United Transportation Union.

Two weeks earlier, he took the same action with respect to the Brotherhood of Locomotive Engineers [presstime, July 1982, p. 65].

The President has no authority under the Railway Labor Act to prevent a strike after the cooling-off period. Congressional action would then be needed to prevent a walkout.

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In **Canada,** unions representing dispatchers, roundhouse employees and trainmen/yardmen reached **tentative agreements** on new contracts with CP and CN rail. The agreements are subject to ratification votes.

Two-year agreements for wage increases of 12 percent in the first and 9 in the second had been ratified earlier by the other unions.

• • •

A letter of intent has been signed to **transfer ownership of the Milwaukee Road** to the Grand Trunk Corp. after the former has been reorganized. In return, the GTC has agreed to assume approximately $250 million in debts and obligations of the bankrupt railroad's estate.

However, major stockholders of the Milwaukee have asked the railroad's trustee to end talks on the planned sale unless terms can be renegotiated [presstime, June 1982, p. 31].

Meanwhile, authority granted to various railroads to provide interim service over lines of the Milwaukee and the Chicago, Rock Island and Pacific Railroad Co. was extended to the end of this month.

• • •

The Interstate Commerce Commission approved Guilford Transportation Industries' bid to acquire the **Delaware and Hudson** Railway Co. for $500,000. GTI will take over all of the outstanding stock of the D&H from Dereco Inc., a subsidiary of the Norfolk and Western Railway. The acquisition of the 1,700-mile-long system will allow GTI to establish a 3,830-mile rail network stretching from Quebec and Maine west to Buffalo, N.Y., and south to Washington, D.C.

Guilford says, however, it wants the D&H only if it wins final approval to acquire the Boston & Maine Railroad. The ICC's April decision approving the B&M purchase is being reviewed by the U.S. Court of Appeals, District of Columbia Circuit [presstime, July 1982, p. 65]. □

Newspapers strive to improve color

By Tom Walker
presstime technical writer

Use of color ads and editorial pictures has increased in newspapers over the past several years, and the quality has improved. But it is generally agreed that the newspaper business is several years away from widespread, high-quality color reproduction.

"The quality level, generally speaking, is fair. The market is growing, but not exceptionally rapidly," says Erwin Jaffe, director of the ANPA Research Institute's Research Center.

This is not to say it's impossible for newspapers to produce top-quality color. Papers from London, Ontario, to St. Petersburg, Fla., and from Eugene, Ore., to Hackensack, N.J., have developed reputations for doing the job extremely well. But in the main there is room for improvement.

The biggest stumbling blocks to printing good color, according to Jaffe, are inadequate equipment and a lack of training for newspaper personnel.

Readers and advertisers want color in newspapers, but they want high-quality color—particularly advertisers. Ian Pittendreigh, director of operations at The London (Ontario) Free Press, puts it this way: "the use of color is dictated by the wants of the customer—both advertisers and readers."

He says color television, magazines and preprints have spawned the desire for more color among newspaper customers.

A recent survey by the ANPA News Research Center buttresses Pittendreigh's remarks. (See story, p. 19.)

According to Media Records Inc., full-run color advertising totaled 247.6 million lines in 1979, fell off in 1980 to 232.6 million lines, then rebounded in 1981 to about 242 million.

For partial runs, or zoned color use, linage has increased in each of the last three years for which totals have been reported: in 1979, 8.9 million; 1980, 9.9 million; and 1981, 10.9 million.

Increases in color use and quality can be attributed to increased numbers of offset presses in use and to the development of the color scanner. Scanners automatically provide separations that meet specifications for highlights, densities, dot gain or loss, etc. The specifications are programmed into a computer that operates the scanner.

But even the scanners, which can produce a set of separations about every 25 minutes, have their problems. They are expensive, running from $80,000 to $750,000. And they are difficult to use.

John Irvin, assistant operations manager at the St. Petersburg (Fla.) Times and Evening Independent, says it takes several years to train someone to use a scanner properly, "because he not only has to be an expert at the scanner, but he also must know what his presses can print."

One of the biggest pluses of the scanner is consistency. Color should be printed using the same guidelines day in and day out. And consistency is of great importance to national advertisers.

Robert Liddel, media director at the advertising firm of Posey, Parry & Quest, says newspaper color use is too spotty. "It's not available in all markets, which means you can't do national campaigns," he says. And where it is offered, the quality varies, Liddel says.

The USA TODAY factor. The use of color has improved, but there still are wide quality variations, agrees Thurman R. Pierce Jr., vice president/manager print media for the J. Walter Thompson U.S.A. advertising agency.

"I think most of us have gotten the message that it (color reproduction) is better," says Pierce, "and part of that is due to the tremendous promotion being given to USA TODAY," Gannett Co. Inc.'s new national newspaper schedule to begin publication in mid-month.

Pierce says USA TODAY's color will bring color "more to the consciousness of media buyers and planners and advertisers."

But color use needs more promotion by newspapers, particularly in the New York City area, he says.

In many instances, advertisers provide separations to newspapers, and the newspapers have only to print the color. But with all the different printing processes—offset, letterpress, rotogravure and DiLitho®—as well as different materials, supplies and equipment, consistency is hard to come by.

At USA TODAY, officials say consis-

Color Coordinator Gary Mills positions prints on camera copyboard prior to making color separations at The London (Ontario) Free Press.

tency in color reproduction is a must. The company has pegged success of the newspaper to some measure on acceptance by national advertisers of its color capabilities.

To ensure that all the color in the newspaper, regardless of where it is printed, is of the same high caliber every day, the national daily will make all color separations at its Northern Virginia headquarters, Prepress Manager Don Williams says. The separations then will be sent via Federal Express to the satellite printing locations the day before publication.

Densitometer readings of "target areas" of each ad will be made at the headquarters to provide a guide for the satellite pressrooms around the country. Williams says USA TODAY also will provide dot size readings for comparison.

"Our stripping and registration will give them every aid that we can give them, so there will be little registering in the field," Williams notes.

New Jersey users. Another newcomer to the color field is The Record in Hackensack, N.J., which has been running color for about two months after purchasing new Tokyo Kikai Seiskusho Ltd. offset presses and associated half-decks and satellite units. The paper also purchased a scanner.

Because of the press configuration, officials at The Record "believe we have more color capacity than any newspaper in the world," according to Michael Heath, president and chief operating officer.

Heath says consistency of registration is no problem with the satellite units. Quality of reproduction, he adds, depends on "our understanding and ability to use the equipment that we have."

He brings up another problem newspapers face when trying to run color—the number of lines per inch on color screens.

Magazines, because they are printed on smoother, higher grade paper than newsprint, use screens with 133 lines per inch. Typically, newspaper letterpress operations use 65-line screens and offset presses use 85-line screens. "As you move up, your ability to control the dots increases," Heath says.

But when using newsprint as compared with a coated paper, you can only go so far, says ANPA/RI's Jaffe, because the rougher newsprint will break up dots when they get too small.

Platemaking, shown here at The Record in Hackensack, N.J., is a key ingredient to good color.

With its new color capability, The Record is attempting to convince greater New York City advertisers to use more color.

One way to make advertisers aware of a newspaper's consistency is to provide color proofs. "We go to great lengths to provide a proof that shows that the ad ran as the advertiser would like it to run," says London, Ontario's Pittendreigh.

Arthur M. Boudreau, manager/technical training at ANPA/RI, says quality comes down to pressmanship and maintenance, including how well pressmen set water-ink balance on offset presses and how well they register separations on letterpress units.

Concentration helps, too, he says. "On the average, daily newspapers, when they concentrate on color, do a better job than with black and white."

Another factor affecting color reproduction is newsprint. "Running color in a newspaper is different than running it in a magazine. Newsprint is like a blotter," which causes dots to spread (dot gain), says Joseph Weiss, camera/plate department foreman at the Daily Record in Morristown, N.J.

Inconsistency also is a problem with newsprint, Pittendreigh says. "Newsprint is limiting. Some newsprint prints well, some badly. You can get show-through or linting. Some rolls are lint-free," he says. All of these factors affect color reproduction.

Editorial color. Perhaps the most important aspect of color printing is the original art, particularly when running editorial color photographs.

Everyone seems to agree that selection of the original artwork takes planning and cooperation among several newspaper departments, including news, camera and platemaking, photography, and pressroom.

ANPA/RI's Boudreau advises that criteria be established for color pictures to ensure that original art will work well with the newspaper's printing process. "Scanners don't correct a poor picture," he warns.

His colleague at the Research Institute, Jaffe, points out that most editorial color is planned well in advance. "In most cases, the only ones done rapidly are sports and late-breaking news, and in those, although the color is somewhat important, the action sells the picture more than the color," Jaffe says.

No one knows of any new equipment on the horizon that will make color printing easier or better. What would be nice, according to Jaffe, is "an inexpensive, simple, semi-automatic machine that would produce good color separations with a skilled operator or with a semi-skilled operator."

ANPA/RI offers two types of "hands-on" training for newspaper production personnel engaged in color work. The Direct Screen Color Separation Seminar covers such things as evaluation of originals and establishing reproduction standards, preparation of color correction masks, equipment operation and proofing. The Advanced Offset Press and Plate Seminar covers color registration systems, proofs, color bars and densitometers. (See schedule, p. 17.) □

Long-distance alternatives merit study

By Tom Walker
presstime technical writer

Using long-distance service provided by companies other than Ma Bell can result in significant savings in monthly telephone charges for major users like many newspapers. But some pitfalls can make these systems something less than a panacea.

There are two types of providers of these systems: so-called other common carriers—OCCs for short—and resellers.

OCCs have their own systems, usually using microwave earth stations or satellites for transmitting calls long distance. Even so, they use local AT&T lines, in most cases, at both the caller end and the receiver end of a hookup. In about 20 percent of the country, however, the services are purchased from local telephone companies other than AT&T.

Resellers lease long-distance service from everyone, including AT&T and OCCs, then resell that service. The resellers can sell the service at a lower rate than AT&T because they purchase in bulk quantities with several users on the same system.

Both types of providers are newcomers to the long-distance telephone industry.

OCCs were born in 1978 after the U.S. Supeme Court let stand a lower court order that Ma Bell supply competing companies with local connections.

Resellers began springing up just over a year ago after the Federal Communications Commission allowed independent companies to sell such services as AT&T's wide area telephone service, more commonly known as WATS.

Rate structures with these services may vary from service to service depending on local and national tariffs. Billing increments also vary. For example, MCI—the nation's largest OCC—charges users on the basis of one-minute increments, while ITT's City Call, a smaller one, is based on 30-second increments.

This is important because if a conversation lasts for 5 and a half minutes, MCI charges for a six-minute call, while ITT charges for a 5 and one half minute call.

Reporters, such as these at The Washington Post, are big users of long-distance service.

The rates also change depending on the time of day the call is made. Regular business-hours calls cost more than calls made either before or after those hours. Service charges also vary depending on whether the system is used only during business hours or throughout the day.

In both cases, the system now requires a push-button telephone and works like this:

- The caller dials a seven-digit local number to gain access to computers.
- After a tone is heard, the caller enters an access code, usually five more numbers, that tells the computer who is making the call.
- After a second tone is heard, the caller dials the area code and number.

There are provisions in the AT&T divestiture settlement that will make push-button phones and 22-digit numbers unnecessary.

According to Kenneth A. Cox, senior vice president/regulation and industry relations at MCI, local operating companies will be forced to make available to alternate services the same type connections that Ma Bell now has.

This means, Cox says, the alternative services will be able to use "automatic number identification" equipment which eliminates the need for access codes. And because the OCCs and resellers would be using the same lines and equipment as the local operating companies, a push-button phone would not be necessary.

Samuel A. Simon, executive director of the National Citizens Committee for Broadcasting, which monitors the alternative companies, says there are some common complaints about cut-rate services.

For example, he says, many users complain that their quality of service is not as good as that of AT&T long-distance. One frequent complaint is of an "echo" effect on the line during conversations, he reports.

Simon offers advice for businesses that are considering purchasing service from an OCC or a reseller.

"To begin with, have someone who is qualified come in and evaluate your needs," he says. For larger companies, Simon adds, it is a good idea to put someone on the payroll who is responsible for telecommunications.

In some instances, it may be even better for a newspaper to have an 800 number or its own tie lines between remote news bureaus and the home office, he says.

Another area of concern is the scope of service.

Because they have their own systems, OCCs often do not serve every area code in the country, and even for the area codes they do serve, they often can't connect to every local exchange.

Resellers, on the other hand, because they lease WATS and other AT&T services, usually serve all area codes and exchanges, notes Simon.

A newspaper should also look for the "reach" of the service—whether a user can connect to the system when away from the office.

Another quality to watch for is capacity. Some medium and large businesses often get busy signals when attempting to gain access to an alternative system, according to Simon.

One approach is to use a combination of alternative services along with AT&T. This eliminates busy circuits.

The Washington Post, for example, uses a combination of MCI and AT&T's WATS. With special equipment installed at the newspaper, the Post's calls are switched automatically from a busy system to one that is not busy. This is called automatic route selection.

Albert C. Otto, the Post's administrative services director says the paper has 10 MCI circuits and 10 WATS circuits. MCI's rates, he says, have averaged about 30 percent less than the WATS rates.

He suggests that newspapers contact a local representative of an alternative service to conduct a cost analysis based on where telephone traffic is going. "The problem with news is that our traffic is not fixed. You have to get to where the news is," he notes, and that's not always possible with an alternative service.

Richard T. Neary, director of computer services at Gannett Co. Inc.'s Rochester (N.Y.) Democrat & Chronicle and Times-Union, says the newspapers have been using an OCC—Southern Pacific Communication Co.'s "Sprint"—for three years.

"During the daytime, we realize about a 20-percent savings and in the evening about 30 to 40 percent over direct distance dialing," he says.

His advice to newspapers looking into such services: "Sign up and try it because you can't lose a thing."

But officials at The New York Times, which uses AT&T exclusively, have a different attitude. "All of the dialing procedures are different, and rather than have reporters using a variety of dialing procedures, we elected to simplify the procedures that the reporters must use," says Director of Prepress Operations Joseph B. Martin.

NCCB will have available later this month the third edition of "Reverse the Charges: How to Save $$$ on Your Phone Bill," a handbook containing information on alternative long distance services. Long distance charges are compared using charts, and information on the AT&T divestiture is provided. Copies will be available from NCCB, P.O. Box 12038, Washington, D.C. 20005. Price is $4.95 plus $1 shipping. Bulk rates are available. ☐

What to do when characters on your VDT start to fade

Are the characters on your VDT out of focus or at improper levels of intensity?

Are they wavy?

Does an image remain on the screen even after you have "closed" the text?

These are telltale signs that the cathode ray tube in your VDT is wearing out, which manufacturers say usually occurs after four or five years depending on use.

Because of rapidly improving technology, some newspapers choose to replace their front-end systems with updated equipment about this time, manufacturers say. But some papers, particularly smaller ones, decide to repair faulty equipment.

At the Daily Press and The Times-Herald (combined circulation, 99,545) in Newport News, Va., maintenance personnel have replaced tubes in four of their 32 Harris Corp. terminals in the past six months. The system is three years old and was purchased to update a previous system the papers had for about six years.

Clarence Hancock, assistant chief electronics technician for the newspapers, says the tubes cost about $85 each and take about an hour to replace. "Replacing the tube is no major operation," he notes.

Data Processing Technician William N. Walsh at the Rocky Mountain News (morning, circulation 312,873) in Denver says the newspaper has had 86 Atex Corp. VDTs since 1980 and has only had to replace two CRTs.

"If you have 10 terminals, in five years you will lose about three tubes," he says. "But usually technology has made a front-end system obsolete in three to five years."

He said the paper was using ECRM terminals for three years before updating that system with the Atex terminals.

But the Register-Star of Hudson, N.Y., (evening, circulation 14,127) has had its system—made by Compugraphic...

Gary Nelson, product marketing manager for communications and peripherals at Harris, says replacing parts in old terminals sometimes "exceeds the cost of a new terminal." Older parts are more expensive than new ones and older terminals "are very complex devices with component parts numbering in the hundreds. They were built like battle tanks."

He notes that newer terminals "have fewer chips and relays and are twice as good or three times as good as previous models."

Depending on the manufacturer, cost of a replacement CRT ranges from around $100 for the tube itself to about $450 for replacing the entire "monitor"—everything at the VDT except the keyboard. ☐

ANPA/RI designing ergonomic work area

ANPA Research Institute specialists are designing a work area to address common complaints from workers who spend a lot of time in front of video display terminals.

Complaints have focused on eyestrain, backaches and other muscular pains—problems caused by such things as glare, uncomfortable and unadjustable chairs, lack of leg and knee room, and harsh or highly reflective colors and textures of work surfaces and surroundings [presstime, Dec. 1981, p. 36].

William H. Fowler, research specialist at the Institute, said the work area will feature an adjustable VDT table that can be raised, lowered and turned to avoid glare. The unit will have a separate keyboard table adjustable for user comfort.

Fowler said the area will be configured for four VDTs. It will include desk and storage space.

The work area, he said, will serve two purposes: provide an area for ANPA staff to study ergonomics, the relationship of a worker to the work environment; and provide an area where member newspaper officials interested in ergonomics can see what can be done.

The area also will allow the staff to test the accuracy of information in ergonomic handbooks.

The work area at the Research Institute in Easton, Pa., is expected to be completed by the end of this year.

Starting a daily from scratch; some gamble despite odds

By Elise Burroughs
presstime staff writer

Although the newspaper business in 1982 appears to be in good health overall, the idea of boldly entering a competitive market with a new daily is not quite as popular as it was a century ago.

Journalism historians report that J.G. Bennett launched the New York Morning Herald in 1835 with an investment of $500. Fifteen years later, C.A. Dana estimated it would cost $100,000 to repeat Bennett's success. By the turn of the century, starting a daily in New York City cost as much as $1 million.

Weekly newspapers still convert to daily frequency, often with success [presstime, Feb. 1982, p. 46]. But dreams of being another William Randolph Hearst or Joseph Pulitzer—of starting a major metro daily from scratch and taking the town by storm—are few and far between.

The technological revolution of recent years has led to computerized newspapers that can operate with far fewer production workers than in the past. But despite these advances, the financial pressures involved in starting a new metropolitan daily can be cruel.

Veteran newspaperman Alex Maldonado took the plunge in 1980, founding the daily El Reportero in San Juan, Puerto Rico. There were already three Spanish-language dailies there with circulations of more than 100,000 each, plus the English-language Star with a circulation of 42,250.

Maldonado decided to go "first class" in setting up his operation. This entailed reconditioning a suitable building ($100,000) and buying four press units ($350,000), a photocomposition system ($250,000) and photoengraving equipment ($85,000).

With the efficent new equipment, Maldonado was able to operate with a staff of about 60 people. He set aside $500,000 to cover operating losses for the first six months.

All told, he invested or borrowed $2.5 million in his first year. He attracted 35,000 to 40,000 upscale readers but was unable to draw enough advertisers to stem the flow of red ink. Earlier this year, the paper was sold to Jose A. Montes, president of Caribbean Finance Co. Since then, another $1 million has been spent to cover operating losses and to beef up the circulation effort, Maldonado said.

The newspaper's current strategy is to get circulation up to 60,000-70,000 in the hope that more advertising will follow.

El Reportero could break even by the end of the year, said Maldonado, currently on a year's leave of absence from El Reportero to work for the Carnegie Endowment for International Peace in New York City.

Another start-from-scratch daily publishing experiment ended last December when the four-year-old Philadelphia Journal suspended publication [presstime, Jan. 1982, p. 51].

Established by Montreal's Quebecor Inc., the paper never did invest in a production facility. Instead, the Journal was composed and printed by The Bulletin, which itself folded shortly after the Journal did.

Despite the minimal capital investment, the lively tabloid reportedly spent upwards of $15 million in its drive for readers. Circulation reached 101,836 in 1981, but the paper failed to reach the break-even point. When unions refused to accept a staff cut and wage rollback, Publisher Pierre Peladeau closed it.

Despite the difficulties of El Reportero and the collapse of the Journal, the desire to make a splash in big-city journalism apparently continues.

Almost as soon as the death knell sounded for The Washington Star last August, potential investors began examining the market. Most were deterred by the overpowering advertising and circulation advantage of The Washington Post, but one group decided to take a chance on what reporter John McKelway called "the gamble of journalism."

On May 17, after eight months of planning and producing several prototypes, The Washington Times published its first edition.

Unlike El Reportero, the newspaper was not immediately concerned with advertising. It did not even hire a marketing director until July. In August, it began soliciting advertising.

Home delivery also was delayed at the outset. The Washington Times initially was delivered only to vending machines and newsstands—about 100,000 copies a day, down from an initial press run of 120,000. Telephone sales crews began soliciting potential subscribers in July.

EL REPORTERO

philadelphia journal

The Washington Times

Financial backing of the Times is provided by businesses affiliated with the Unification Church. The morning daily is being published by News World Communications Inc., a New York-based corporation that publishes two Manhattan newspapers—the five-year-old News World and Noticias del Mundo, a Spanish-language daily, both started from scratch.

Washington Times Publisher James R. Whelan declined to disclose the total invested in equipment and salaries so far, or the monthly operating budget. The privately held company has revealed, however, that it spent $1.6 million for two buildings and $400,000 for a computer system that had been used by the Star.

A total payroll of 452 people includes 170 editorial employees.

The newspaper began publication using three printing plants outside Washington, but it expects to be printing in its own building this month.

In the newspaper's inaugural edition, an editorial explored why experienced, knowledgeable newspaper people would put their careers on the line for the David-and Goliath-type struggle to start a major metropolitan daily. It stated:

"The romantic lurking in every newspaper person's soul can't help but feel that there is a blood-and-breath entity coming to life where, so shortly before, there was only an aggregation of people and machinery and paper." ☐

Workshops lure minorities to newspapers

Wanting to do something about attracting more minorities to journalism, the newspapers in Greensboro, N.C., have come up with a straightforward approach: They're developing their own pool.

Now in its second year, the annual Greensboro Daily News and Record Minority Journalism Workshop has drawn praise from student participants and from community leaders.

The two-week program not only exposes minority high school students to the newspaper as a career option, but it also serves to strengthen the newspapers' ties to the minority community.

"We think we've found a novel way to draw young people into the newsroom and to spark their interest," says Publisher Robert D. Benson. "We tell them to enjoy the two weeks, and if they want to come back to work for us a few years from now, fine. If not, at least they met us, and they'll be better readers."

Workshop planning begins in the fall when a community committee meets to discuss qualifications for participation. In the spring, entry forms are delivered through the school systems to principals and guidance counselors, who in turn pass them to students in grades 10-12 interested in journalism careers.

The selection committee makes final choices based on the students' records and on essays they write, usually on topics relating to newspapers. Participation is limited to 12 students.

The workshop runs on a 9 to 5 schedule and operates from the publisher's conference room. Each day begins with a 45-minute session of reading the paper. Then the students attend meetings or hear speakers, depending upon news flow. A popular workshop tradition is "Lunch With," when students casually eat with and chat with a reporter or editor.

During last June's workshop, the students were surprised with a visit by North Carolina Gov. James B. Hunt Jr., who popped in at the newspapers during a visit to Greensboro and talked with them about their aspirations and his views on journalism.

Gov. Hunt visits Greensboro, N.C., papers' minority workshop.

"We don't try to paint the newspaper business for anything other than what it is," says education reporter Flontina Miller, co-director of the workshop. "We show them the warts, but they also see the excitement and the daily decision-making that starts the adrenalin. The students are encouraged to ask tough questions, and they do. We learn from them."

In this year's workshop, students attended a court trial and city council meeting, met privately with the mayor, visited one of the newspaper's regional bureaus, spent election night at the courthouse and went to a jazz concert. One group spent three hours with a reporter outside a housing authority meeting that was closed for executive session.

The workshop ends with a Friday night banquet in the newsroom—on top of reporters' and editors' desks. Parents and committee members attend, and before a short program and the meal, the students take their parents on a tour of the newspaper building.

But the Greensboro dailies don't sever their ties with the closing banquet.

Last Christmas, for example, 1981's participants returned to the office for cake and soft drinks, and they went around the newsroom visiting friends.

In addition . . . "we tell them that when they get ready for college, we'll be glad to write recommendations," Publisher Benson says. "During their college years, of course, we will have summer internships available, and they will get top priority. There also are a few part-time jobs open to them. A few years from now, though, we look forward to the day when we hire one of our kids as a full-time reporter or copy editor."

New form for copyright registration

Newspapers seeking registration of editions with the U.S. Copyright Office should now be filling out Form SE for serial publications, according to the ANPA Legal Department.

However, staff counsel L. Peyton Hendricks said the copyright office will continue to process the older Form TX for nondramatic literary works in English until further notice. The office first said July 1, 1982, would be the cutoff date for acceptance of the older form.

First issued last December, Form SE does not differ in content from Form TX. It was devised to allow the Copyright Office to speed handling of applications for registration of serial publications such as newspapers and magazines.

The forms may be obtained by writing Register of Copyrights, Library of Congress, Washington, D.C. 20559; (202) 287-9100.

Papers' legal works go on long after plants shut down

As with any other big business, you don't just lock the doors of a metro paper and walk away.

For example:

- The Washington Star has been closed for just over a year, but it still makes the kind of news that keeps lawyers busy.

Lawsuits pending at the Star include a proposed $240,000 settlement of racial discrimination charges; a suit filed by the Washington-Baltimore Newspaper Guild charging that the paper has not complied with an arbitrator's ruling that it owes former employees two weeks of "notice pay" in addition to severance pay [presstime, April 1982, p. 38]; and a suit by five unions alleging that owner Time Inc. unlawfully amended a trust agreement shortly before it closed the Star [presstime, Dec. 1981, p. 40].

A small staff remains in the building bought by The Washington Post—going through still-incoming mail, answering questions of former employees and trying to collect from those who still owe the Star money.

- The Bulletin of Philadelphia ceased publication last January, yet the Charter Co.—the company that closed it—recently appointed a new general manager for the paper. She's Candi Van Meter, formerly The Bulletin's human resources director and classified ad manager. A lawsuit over the transfer of funds from a Bulletin pension plan is pending [presstime, Aug. 1981, p. 17].

Also continuing, Van Meter reported, are "10 or fewer libel actions" and several labor issues that are to be decided by arbitration.

- The Cleveland Press, which folded last May, remains in the news, too.

Crain's Cleveland Business, a weekly published by Chicago-based Crain Communications Inc., has reported that the U.S. Justice Department is investigating whether the sale of the Press subscriber list to its rival—The Plain Dealer—violated antitrust laws.

During a sale of office equipment at the Press [presstime, Aug. 1982, p. 44], former employees bought 25 desks and chairs to be used at the offices of a new paper named The Cleveland Star they hope to start Sept. 7. Plans call for a 30,000-circulation, 24-page broadsheet to be distributed downtown.

ANPA Credit Bureau Inc. is working with the Star, The Bulletin and the Press to collect unpaid bills. ☐

Two media firms open stock to public

Two large, privately held newspaper companies recently opened the sale of their stock to the public. Each company previously had been the sole purchaser of stock that its shareholders wished to sell.

The Tribune Co. of Chicago made the change in July. The company, whose first-quarter net income dropped 97 percent this year compared with 1981, notified its estimated 400 stockholders that it would stop purchasing stock for an indefinite period of time.

The Des Moines (Iowa) Register and Tribune Co. announced in August that shares of its stock may be sold to the public. Most of the stock is held by descendants and relatives of the company's founder, Gardner Cowles Sr., and by employees and former employees of The Des Moines Register and Des Moines Tribune.

David Kruidenier, chairman of the Des Moines company, said stock purchasing was a drain on the firm's capital. During the first six months of 1982, the company lost $209,000, compared with a first-half profit of $327,000 in 1981.

Analysts say that allowing the public to buy stock does not transform a private company into a public one. For that, the company itself would have to make a formal stock offering, as the A.H. Belo Co. did last year. [presstime, Sept. 1981, p. 45].

Belo was the first newspaper company to go public since 1973, but analysts have predicted that if interest rates remain relatively high, other privately held companies might take the step as a way of financing capital expenditures without borrowing. ☐

CSX Corp. is selling Florida newspapers, cable TV operations

CSX Corp., a Richmond, Va.-based conglomerate involved mainly in transportation and natural resources, reports "many calls from around the country and around the world" in response to the announcement that its Florida newspapers and cable television operations are for sale.

CSX is the corporate descendant of several railroad companies, two of which were involved in founding the newspapers nearly a century ago, according to Thomas Hoppin, CSX director of financial communications.

The corporation decided to sell the properties to concentrate management efforts on its primary business interests—railroads, coal, oil and natural gas.

For sale are three dailies—in Jacksonville, The Florida Times-Union (morning, circulation 160,905) and the evening Journal (43,649); and in St. Augustine, the Record (evening, 10,735).

Also for sale are the weekly Crescent City Courier-Journal; commercial printing operations in Jacksonville and St. Augustine; a 20-percent interest in Area Communications Inc., which holds a cable television franchise in Jacksonville; and Clay Video Inc., which operates cable television in Bradford, Clay and Nassau counties.

Hoppin said in late August that an "offering memo" concerning the properties was being prepared by Lehmann Brothers Kuhn Loeb Inc., a New York City investment banking firm which will handle the sale. No asking price was disclosed. ☐

Recent acquisitions

Park Newspapers Inc., Ithaca, N.Y., acquired The Sampson Independent, Clinton, N.C., daily circulation 7,506, from Boone Newspapers Inc., Natchez, Miss.

Steven C. Trolinger of Bentonville, Ark., acquired the Benton County Daily Democrat, Bentonville, Ark., circulation 5,138.

Eugene A. and Janet Mace of Crystal City, Mo., acquired the Jefferson County (Mo.) Democrat-Rocket, daily circulation 7,848. ☐

Province invests in communications; publishers piqued

The province of Alberta has invested in stocks of communications companies, and some media people are unhappy about it.

"While the motives may be impeccable, it's disturbing to think what the future might bring," said Publisher J. Patrick O'Callaghan of The Calgary Herald. "I don't believe government and free press belong in the same bedroom. Once you open the door, it's never closed again."

The province made the investment through its Heritage Savings Trust Fund, which was started in 1976. With assets of more than $9 billion, the fund gets most of its income from royalties paid by oil- and gas-producing companies.

Its managers bought $968,000 of Southam Inc. stock, the Toronto-based company that owns, among other newspapers, the Herald and another Alberta daily, the Edmonton Journal.

The fund also paid nearly $1.5 million for shares in Thomson Newspapers Ltd. and Maclean Hunter Ltd. The latter company controls The Edmonton Sun.

James Fleming, the Canadian minister responsible for the federal government's response to the investigation and report of the Royal Commission on Newspapers [presstime, July 1982, p. 62], said there is cause for concern if governments get into ownership of the news business to the point "where their presence will be on boards of directors or their presence could be intimidating to editorial freedom." □

Inland tracks 'typical' paper

Between 1959 and 1979, the "typical" 20,000-circulation newspaper experienced real revenue growth and improved profitability. Profits peaked in 1978, however, and in 1980, the paper experienced its largest one-year decline in profits in 22 years.

That's one key summary from the findings of 22 years of information-gathering through the Inland Daily Press Association's annual Cost and Revenue Study.

IDPA recently analyzed the statistics it has gathered over the years, cast them in 1959 constant-dollars, and published a report on how revenue and expenses have changed during that time. Inland chose to study the typical 20,000-circulation newspaper because 53 percent of all U.S. dailies have circulations of less than 25,000.

According to "The Constant Dollar Newspaper: An Economic Analysis Covering the Last Two Decades," here is how that typical paper has fared (all figures based on constant dollars):

- In 1959, operating profit as a percentage of total revenue was 13 percent; in 1980, 13.9 percent.
- Revenue from advertising preprints grew substantially during the early 1970s and reached a plateau during 1979-80.
- The historic premium paid for classified advertising dissolved in 1972; after that, classified rates were lower than rates for other types of local advertising.
- Column inches of classified advertising grew from 89,000 in 1959 to 165,000 in 1980.
- National advertising revenue declined until 1975 but has been rising since then.
- Circulation revenue averaged $12.15 per subscriber in 1959, $12.30 in 1980.
- Circulation and distribution expenses have risen steadily, from $72,000 in 1959 to $120,000 in 1980.
- As a portion of the average revenue dollar, payroll costs declined from 48.2 cents in 1959 to 36.9 cents in 1980. Newsprint costs rose from 13.3 cents to 14.5 cents during the same period.

The booklet was compiled and written by B.E. Wright, a consultant and former newspaper executive, and John M. Lavine, former chairman of the IDPA Cost and Management Committee and publisher of Lavine Newspaper Group in Chippewa Falls, Wis.

The study, they said, "proves that daily newspapers behaved as a mature, stable economic industry during the last two decades. On average, they have met the challenges of inflation and market change. They have also used developing technology to enhance their position to meet new demands."

The authors noted that in 1980 there was a decline in revenue and to a lesser degree in expense. They were unable to tell, however, whether this was an indication of things to come or "simply a short-term adjustment" due to the economy.

Copies of "The Constant Dollar Newspaper" are available for $5 per single copy and at slightly lower bulk rates from IDPA, 840 N. Lakeshore Drive, Suite 802W, Chicago, Ill., 60611. □

Newspapers offer time-off, severance-pay plans

Two newspapers are trying out plans to reduce payroll expenses without resorting to layoffs.

The Minneapolis Star and Tribune told nonunion employees that beginning Aug. 16, they could take from one to 30 days off without pay at the discretion of their supervisors.

"We got the idea from other companies around the Twin Cities that are doing it," said Lee Canning, senior vice president and business manager.

The company held two informational meetings with employees, with 30 showing up at the first and 10 at the other, Canning said.

By late August, only one employee had applied for a day off, but Canning pointed out that the program was new and said he expects people to take advantage of the program to take extended weekends.

He said he had received a formal inquiry from one union about extending the plan for its members.

In Canada, The Globe and Mail of Toronto offered severance pay of up to one year to employees who voluntarily resign and whose resignations are accepted. The pay is based on one week's salary for each six months of continuous service.

In late August, Orval R. McGuire, director of personnel and labor relations, said eight employees had accepted the offer. "If we can get a reasonable number of employees who want to retire—and (who) can be spared—to accept the offer, it might delay or eliminate the need for a further staff reduction, depending on what happens to the economy," he said.

The Globe and Mail recently laid off more than 50 employees [presstime, Aug. 1982, p. 44]. □

But one paper reverts to p.m.

2 more cities' dailies merging

The Oregonian of Portland (morning, circulation 237,141) will become an all-day newspaper Sept. 6 when the afternoon Oregon Journal (100,039) is folded into it.

The merger of the two Newhouse newspapers follows the Aug. 14 closing of Media General Inc.'s afternoon Tampa (Fla.) Times (22,046), which was merged into the morning Tampa Tribune (202,363). Publisher Fred A. Stickel said there will be no layoffs in Portland. But about 60 employees were laid off in Tampa.

Other morning and evening dailies were merged this year in Sarasota, Fla. [presstime, Aug. 1982, p. 42], Duluth, Minn. [presstime, July 1982, p. 60] and in Minneapolis [presstime, April 1982, p. 53].

Dwindling circulation of the evening papers was a factor in those mergers. But the news on the p.m. front is not all bad.

The Macon (Mo.) Chronicle-Herald (circulation 4,700), which switched from afternoon to morning publication a year ago, reverted to p.m. status on July 12.

General Manager Bill D.D. Hall said a reader survey indicated preference for afternoon publication and delivery. "This is a community of school teachers, factory workers and coal miners who go to work early in the morning," he said. "They told us they didn't have time to read the paper in the morning. They really came down hard on us."

Readers weren't the only ones who were unhappy. "We had quite a bit of turnover in editorial and composing," he said. ☐

religion speech press assembly redress
A free press: Your key to freedom.

National Newspaper Week, sponsored by Newspaper Association Managers, will be observed Oct. 10-16. Promotional kits and T-shirts are available from Illinois Press Association, 1035 Outer Park Drive, Springfield, Ill. 62704, and from other state associations.

N.D. press execs lead associations

For a state with only 10 daily newspapers and about 650,000 people, North Dakota is producing a surprising number of newspaper association leaders.

In addition to ANPA Chairman and President William C. Marcil, president and publisher of The Forum in Fargo, the state boasts the current president of the National Press Photographers Association, Colburn Hvidston III, picture editor of The Forum; plus vice president—and likely 1983 president—of Newspaper Associaton Managers Inc., Eugene G. Carr, executive director of the North Dakota Newspaper Association. ☐

Changes in command

Newspaper Association Managers Inc., at its annual convention Aug. 8-13 in Orlando, Fla., elected the following new officers:

- President—Romain C. Brandt, Wisconsin Newspaper Association
- Vice President—Eugene G. Carr, North Dakota Newspaper Association
- Secretary-Treasurer—Warren M. Hoyt, Michigan Press Association. ☐

Guilty plea entered in mail-fraud case

Harold K. Snyder, a North Carolina man who has used newspapers to advertise three discount long-distance telephone services since 1980, pleaded guilty to mail fraud in Baltimore July 26.

According to the U.S. Postal Inspector's office in Baltimore, Snyder's plea involved Florist Communications Inc., a service he operated in Maryland during 1981 [presstime, May 1982, p. 64].

Snyder also is on five years' probation for a 1980 mail-fraud conviction involving CompTel, a Raleigh, N.C.-based telephone service.

Snyder's most recently advertised telephone service, The 800 Club, is under investigation by the U.S. Postal Inspector's office in Charlotte, N.C. for possible violation of mail-fraud statutes.

All three of Snyder's discount telephone services were advertised in some newspapers that never received payment for the ads, according to the ANPA Credit Bureau Inc.

Anyone wishing to obtain information about The 800 Club should contact E.S. Shively Jr., postal inspector, General Mail Facility, Charlotte, N.C. 28228-3000. ☐

Six plead guilty in advertised schemes

Six men pleaded guilty in July to a variety of misdemeanor and felony fraud charges in connection with "strategic metals" investments that were advertised in newspapers around the country last year [presstime, Oct. 1981, p. 35].

According to Nathan Riley, press spokesman for the New York attorney general's office, the men were principals of Transcontinental Strategic Metals, Rockwell Strategic Metals and other businesses operated from a suite of offices at 80 Wall Street in New York. The companies were responsible for ads placed in newspapers by fictitious advertising agencies whose names were similar to those of several legitimate ad agencies. Many newspapers that ran the ads received no payment for them.

David Vogel and Noel Block pleaded guilty to misdemeanor charges of scheming to defraud and were sentenced to three years' probation.

Sentencing was delayed until Sept. 14 for Robert Donadt, who pleaded guilty to a felony charge of scheme to defraud; for Robert Simberg, who pleaded guilty to misdemeanor and felony grand larceny charges; and for Robert Gunn, who pleaded guilty to a misdemeanor fraud charge.

Sentencing was postponed until Oct. 12 for Donald Jackler, who pleaded guilty to grand larceny. ☐

Canadians offered 'free press' insurance

Canadian newspapers that belong to ANPA are now being offered an insurance policy that pays legal costs of bringing and defending free-press cases.

Mutual Insurance Co. Ltd. of Hamilton, Bermuda, is the carrier for the policy, which is patterned after Mutual's First Amendment Insurance plan for newspapers in the United States. The policy for Canada's newspapers is based on that country's new constitution that guarantees freedom of the press [presstime, May 1982, p. 63].

Mutual General Counsel Arthur B. Hanson said as of July more than 320 U.S. newspapers were covered by First Amendment Insurance. Claims have been filed in more than 104 lawsuits since the policy's inception in early 1980 [presstime, Feb. 1980, p. 52]. □

Beaton retires from UPI; successor sought

United Press International President Roderick W. Beaton retired Sept. 1 after a 34-year career with the wire service. UPI Chairman Len R. Small said a search for a successor is in progress.

The 59-year-old Beaton said when Media News Corp. bought UPI June 2 that he would leave after a period of transition [presstime, July 1982, p. 61]. Although he will serve UPI periodically on a consultative basis, Beaton said he intends to pursue personal interests in his native state, California. He had served as UPI's president and chief executive officer since 1972.

Small praised Beaton for assisting the new ownership "in putting UPI on a course for growth and profitability." □

Cross-ownership draws fire

The Canadian government has directed the Canadian Radio-television and Telecommunications Commission to deny new broadcasting licenses or license renewals to applicants owning daily newspapers in the same market area.

The Royal Commission on Newspapers had suggested that the government take "remedial action" to prevent cross-media ownership [presstime, Oct. 1981, p. 51]. □

Daily News notches all

The New York Daily News reached an agreement Aug. 26 with the last of its 11 unions on cost-reduction measures designed to make the newspaper profitable by 1984 [presstime, Aug. 1982, p. 44].

The agreement with the Newspaper and Mail Deliverers' Union of New York and Vicinity was subject to a membership ratification vote Aug. 30.

A remaining issue to be settled with all of the unions is a three-year extension of contracts beyond their 1984 expiration date. □

Equipment for sale

Two Extel B400 series punches, 30 CPS reperforator, model B-406; one CompuScan model 170 scanner with six-level punch; one OCR-100 scanner with six-level punch; two Mergenthaler MVP's with punches; one NuArc flip-top FT26L platemaker; three readers, one servo mix, two power supplies, combi blocks for 505.

Contact Tom Cawley or Bob McCormack, The Scranton Times, P.O. Box 3311, Scranton, Pa. 18505; (717) 348-9100.

Two 8A400-BM PDP-8A computers, 8kx12 core memory, programmers panel, 60 hertz, 115 VAC. Have been under DEC Service. Contact Ed Huston, The Republic, 333 2nd St., Columbus, Ind., 47201; (812) 372-7811.

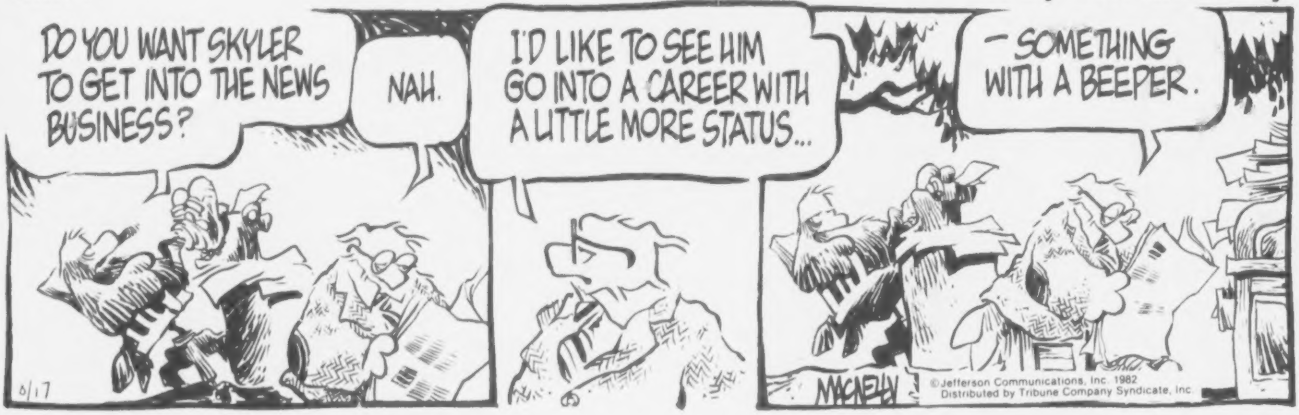
Seven units of a Scott letterpress press, four color humps, double folder, submarine delivery, two stream conveyors; large assortment of Wood and Capco color fountains, Cline reels and tensions, group drive, two 100 horsepower DC motors and one spare motor; one inductrol GE rectifier and one SCR GE rectifier with input: 230 volts, AC 60 hertz; output: 230 volts, DC current; both DC drives and motors have been maintained continuously under General Electric service contracts. All equipment has been well-maintained.

Contact Clarence Gossen, production manager, Tri-City Herald, P.O. Box 2608, Tri-Cities, Wash. 99302; (509) 586-2121.

(Exchange notices are published without charge as a service to ANPA-member newspapers.)

'Shoe'

By Jeff MacNelly


DO YOU WANT SKYLER TO GET INTO THE NEWS BUSINESS?
NAH.
I'D LIKE TO SEE HIM GO INTO A CAREER WITH A LITTLE MORE STATUS...
—SOMETHING WITH A BEEPER.
6/17
MACNELLY
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Attendees rate '82 Convention

The Newspaper Advertising Bureau presentation that included top advertising executives commenting on newspapers was the highest-rated session at ANPA's San Francisco Convention in April.

The general session on "Successful Newspapering in the 1980s" was a close second, followed by the general session on telecommunications and the clinic on shared mail and shoppers.

Also highly rated by respondents were segments on electronic publishing and on the human side of publishing. One hundred and eighty-five executives of member newspapers responded to the post-Convention survey.

The least favored sessions were presentations by U.S. Speaker of the House Thomas P. O'Neill Jr. (D-Mass.) and Ambassador to the United Nations Jeane J. Kirkpatrick.

Convention-goers complained of overcrowded meeting rooms, but a significant number said the Convention was one of the best planned and best run.

Respondents urged repeat sessions next year on electronic publishing, marketing newspapers, shared mail and shoppers, and better ways to sell circulation.

In suggesting future Convention sites, Chicago and New Orleans were most recommended. The current Convention schedule is: 1983, New York City; 1984, Montreal; 1985, Miami Beach; 1986, San Francisco; and 1987, New York City.

The findings will be used to help the Association's Convention Arrangements Committee develop next year's program. □

ANPA ***serving the membership***

Government monitoring efforts span North America and beyond

The ANPA Government Affairs Department serves member newspapers by closely monitoring activities of government—both in North America and internationally—that affect the newspaper business.

Working in conjunction with the Association's Legal Department, the department focuses primarily on Congress and the regulatory agencies. Activities include monitoring meetings and hearings, writing testimony, maintaining close contact with agency and congressional staffs, and handling membership inquiries on governmental matters.

The twice-yearly Government Affairs Committee meetings afford publishers and other newspaper executives an opportunity to forge closer ties with members of Congress and executive branch officials.

Activities in the department have intensified in the last several years, coinciding with increasing awareness by newspaper executives of the need to influence governmental policy making on issues affecting the newspaper business.

Issues scrutinized include telecommunications, First Amendment threats, postal matters, labor, advertising and business, and world press freedom.

To obtain more information on these and other government-related services, contact Martin Casey, manager government affairs, at The Newspaper Center. □

This column reports on activities of individual ANPA departments.

California tops membership

Along with the U.S. population, newspaper membership of ANPA has been moving westward.

Currently, California accounts for the greatest number of members (73, 6.55 percent of the Association's total) and the most dues paid ($538,225, 9.21 percent of the total). For several years prior to this year, Pennsylvania had the most members and New York paid the most dues.

Newspapers with circulations of 50,000 or less account for 75.5 percent of total ANPA membership and 31.05 percent of dues revenue.

New members

The Washington Times

Washington, D.C. (circulation 100,000). James R. Whelan, publisher.

The Apopka Chief

Apopka, Fla. (circulation 2,000). Patrick McGuffin, publisher.

THE NAPERVILLE SUN

Naperville, Ill. (circulation 15,000). John R. Herrmann, general manager.

Lexington Minute-man.

Beacon-Minute Man Publications, Acton, Mass., a group of nine newspapers also including the Assabet Valley Beacon, Concord Journal, Burlington Times Union, Bedford Minute-Man, Billerica Minute-Man, Westford Eagle, Littleton Independent and Chelmsford Independent (combined circulation 36,000). Robert E. Anderson, publisher.

North County News

Yorktown Heights, N.Y. (circulation 5,800). Jean Secor, publisher.

The BARBOUR Democrat

Philippi, W.Va. (circulation 5,300). Robert A. Byrne, president.

The Chino Champion

Chino, Calif. (circulation 3,006). Allen P. McCombs, publisher.

speeches

David Laver

Ronald C. Anderson

Eric Anderson

Jane D. Brown

Single copies of the following speeches are available without charge from the Public Affairs Department at The Newspaper Center, Reston, Va.:

- **Communications Revolution.** David Laventhol, publisher and chief executive officer, Newsday, Long Island, N.Y. Business Week magazine conference on Confronting the Communications Revolution, New York City, June 8.
- **Carrier Retention.** Ronald C. Anderson, circulation director, Democrat and Chronicle and Times-Union, Rochester, N.Y. International Circulation Managers Association annual sales conference, New York City, June 22.
- **Human Resources Development: Management's and Labor's Responsibility.** Roy W. Anderson, ANPA vice president/human resources. International Typographical Union annual convention, Seattle, Aug. 3.
- **Classified Advertising.** Eric Anderson, vice president/classified sales, Newspaper Advertising Bureau. Association for Newspaper Classified Advertising Managers annual conference, Monterey, Calif., June 14.
- **Newspapers, Television Journalism and Mass Communications.** William J. Small, past president, NBC. Newspaper in Education annual workshop, University of Louisville, Louisville, Ky., July 7.
- **The United States and UNESCO: Is the Past the Prologue?** Lawrence S. Finkelstein, professor, Political Science Department, Northern Illinois University, De Kalb. U.S. National Commission for UNESCO meeting, Columbia, S.C., June 1.

• • •

From the Association for Education in Journalism and Mass Communications annual convention, Athens, Ohio, July 25-28:

- **Update on Libel.** Arthur B. Hanson, ANPA counsel emeritus and attorney, Hanson, O'Brien, Birney & Butler, Washington, D.C.
- **Perceptions of Newspaper Fairness: A Structural Approach.** Charles T. Salmon and Jung-Sook Lee, graduate students, School of Journalism and Mass Communication, University of Minnesota.
- **Invisible Power: News Sources and the Limits of Diversity.** Jane D. Brown, assistant professor, School of Journalism, University of North Carolina; Carl R. Bybee, assistant professor, Department of Rhetoric and Communication, State University of New York at Albany; and Stanley T. Wearden and Dulcie Murdock, graduate students, School of Journalism, University of North Carolina.
- **Anonymous Sources and Related Ethical Concerns in Journalism: Policies and Practices of Daily Newspapers.** K. Tim Wulfemeyer, assistant professor, Department of Journalism, University of Hawaii.

• • •

From the International Newspaper Advertising and Marketing Executives semi-annual sales conference, San Diego, July 18-21:

- **Managing the Changes of the '80s.** Alfred Marasca, vice president/marketing, Ralphs Grocery Co., Compton, Calif.
- **Avid Reader, Ardent Ad Man Looks at the Number One Medium.** Louis Hagopin, chairman and chief executive officer, N. W. Ayer advertising agency, New York City.
- **The New Necessities in Food Marketing.** Richard L. Neale, food vice president, Newspaper Advertising Bureau.

ANPA calendar

September

ANPA Production Management Conference Arrangements Committee meeting
ANPA Research Institute, Easton, Pa., Sept. 8

ANPA Environmental, Research and Development, and Technical Services and Training committees meetings
ANPA Research Institute, Easton, Pa., Sept. 8-10

ANPA Research and Production Committee meeting
ANPA Research Institute, Easton, Pa., Sept. 10

ANPA/International Newspaper Promotion Association Management Skills for Newspaper Promotion Managers Workshop
L'Enfant Plaza Hotel, Washington, D.C., Sept. 13-15

ANPA/RI Advanced Offset Press Operations Seminar
ANPA Research Institute, Easton, Pa., Sept. 13-17

ANPA Executive Committee meeting
The Washington Post Co., Washington, D.C., Sept. 14

ANPA Convention Arrangements Committee meeting
Waldorf-Astoria Hotel, New York City, Sept. 14

ANPA Board of Directors meeting
Capital Hilton Hotel, Washington, D.C., Sept. 15-16

ANPA Press/Bar Relations Committee meeting
The Fairfax Hotel, Washington, D.C., Sept. 16

ANPA/American Bar Association Task Force meeting
The Fairfax Hotel, Washington, D.C., Sept. 17

ANPA/Newspaper Personnel Relations Association Personnel Practices, Procedures and Policies Workshop
Colony Square Hotel, Atlanta, Sept. 19-22

ANPA Foundation Newspaper in Education Committee meeting
Sheraton International Conference Center, Reston, Va., Sept. 20-21

ANPA Government Affairs Committee meeting
Capital Hilton Hotel, Washington, D.C., Sept. 21-22

ANPA Training Committee meeting
American Press Institute, Reston, Va., Sept. 23

ANPA/RI Camera Techniques Seminar
ANPA Research Institute, Easton, Pa., Sept. 27-Oct. 1

ANPA Readership and Marketing Committee meeting
L'Enfant Plaza Hotel, Washington, D.C., Sept. 29

October

ANPA/ASNE/APME Leadership in the Newsroom Workshop
Radisson Hotel, Chicago, Oct. 4-6

ANPA Telecommunications Committee meeting
Capital Hilton Hotel, Washington, D.C., Oct. 4-6

ANPA/RI Basic Offset Press and Plate Seminar
ANPA Research Institute, Easton, Pa., Oct. 4-8

ANPA Labor and Personnel Relations Committee meeting
Capital Hilton Hotel, Washington, D.C., Oct. 5

ANPA Postal Committee meeting
Capital Hilton Hotel, Washington, D.C., Oct. 6-7

ANPA/Canadian Pulp and Paper Association Technical Section Joint Standing Committee meeting
Sheraton Center, Montreal, Oct. 7-8

ANPA Foundation Seminar on Counseling Women and Minorities
Flagship Inn, Arlington, Texas, Oct. 7-9

ANPA presstime Advisory Committee meeting
The Hearst Corp., New York City, Oct. 8

ANPA/ICMA/Institute of Newspaper Controllers and Finance Officers Circulation Computer Systems Symposium
St. Louis Marriott Airport Hotel, Oct. 11-13

ANPA Foundation NIE Instructor Training Seminar
Tanglewood on Texoma conference center, Pottsboro, Texas, Oct. 12-15

ANPA/RI Management Introduction to New Technology Seminar
ANPA Research Institute, Easton, Pa., Oct. 25-29

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presstime

The Journal of the American Newspaper Publishers Association

October 1982

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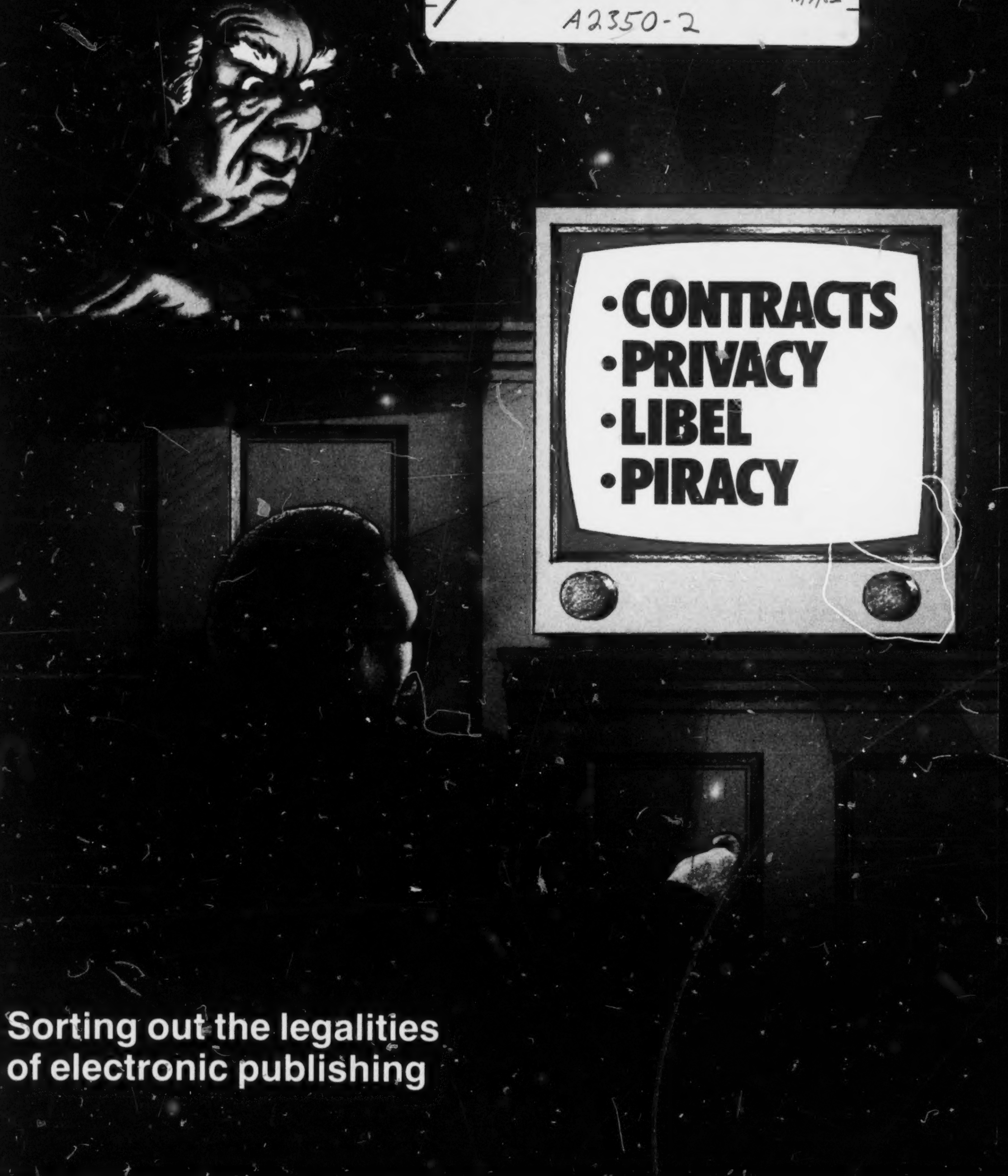
•CONTRACTS
•PRIVACY
•LIBEL
•PIRACY

Sorting out the legalities of electronic publishing

chairman's corner

A 'secret' for William Casey about the CIA and the FOIA

There are times when we newspaper executives must stand up and speak out in our communities for the public interest, because in addition to all our normal business challenges we have a constitutional responsibility to be watchdogs on government and guardians of the public interest.

William C. Marcil

If we sit silent, the forces of censorship and closure will tend to prevail simply because they shout louder in public debate.

That kind of strident shouting now has been started by the director of central intelligence who hollers we "must get rid of the Freedom of Information Act" or else his intelligence service can't function.

Baloney!

Director William J. Casey took his anti-FOIA show on the road last month before the American Legion's national convention. Slipping into a bit of demagoguery, he told the Legionnaires the Freedom of Information Act forces him to divulge intelligence secrets to foreign agents.

Ridiculous!

As became clear to Congress in the long battle we fought and won this year to preserve the FOIA from legislative assault, the CIA never has been forced by the act or the courts to release to anyone—most especially to foreign agents—anything the agency wanted to protect under the existing, wise exemptions of the FOIA. Under the act, the CIA need not release anything the government has classified secret.

And certainly Mr. Casey should be able to understand what the Congress, several presidents and a number of directors of the CIA understood: The agency is a part of—not apart from—American government and American society. America does not need, nor would Americans long tolerate, a totally secret force within our society. We want no "secret police," and I doubt that the CIA wishes to become such.

It is a comfort to us that even the CIA is subject to the laws of the land, including the FOIA. And if Mr. Casey's CIA is, as he laments, allowing foreign agents to "poke into our files," then that's an indictment of inept management by somebody—because the FOIA says the nation's secrets may be kept secret.

Now some may find Mr. Casey's rhetoric quite ringing, but for those who understand the provisions and safeguards of the FOIA, it's just plain nonsense. It's time to get the word out. Each of us who values an open society should do our best to make sure that local and state groups and organizations concerned about national security realize that Mr. Casey means well but is wrong.

The FOIA makes America stronger. It is good for the CIA. It is good for us all. It assures a presumption of openness in government, which is the difference between us and every other society in the world.

I'm joining the debate. You join too! Start now. Start at your local Legion post. Contact the ANPA staff if you need ammunition. But do it!

Bill Marcil

William C. Marcil
Chairman and President

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index

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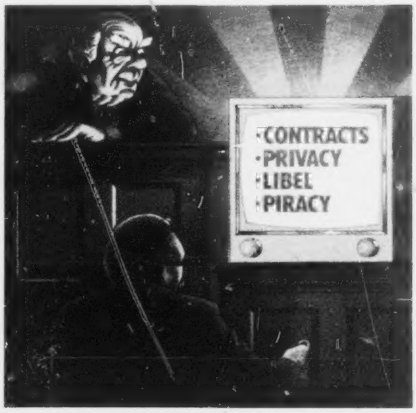


ELECTRONIC PUBLISHING LEGALITIES, p. 4
(Cover art by Allen Carroll.)

CIRCULATION GIMMICKS, p. 36

IN TODAY'S NEWS INSIDE THIS SECTION IN WEEKEND

The Louisville Times

Sports Action

EXECUTIVE EXERCISE

Does it relieve stress? Or does it add more?

SPECIAL SECTIONS, p. 56

special report 4
The new electronic information technology poses many legal questions. Print publishers may be surprised to find that when they dabble in electronic publishing, they have to abide by a new set of rules. But one sticky problem is that the rules haven't completely jelled.

regulations 12
Seattle newspapers appeal court ruling blocking implementation of joint operating agreement.

legislation 14
CIA Director Casey renews his attack on the Freedom of Information Act.

postal affairs 15
ANPA asks the Postal Rate Commission to maintain present third-class rates.

courts 16
News coverage is rarely the reason criminal convictions are reversed.

world press 20
Worrisome press proposals are on the agenda of an upcoming UNESCO conference.

state and local 21
Newspapers continue to resist taxation efforts of state and local governments.

telecommunications 22
General Counsel W. Terry Maguire reports on ANPA's involvement in the AT&T issue.

profile 28
John C. Woolley brings wide range of education and experience to the job of Viewtron editor.

essay 29
Chris Peck of The Spokesman-Review in Spokane, Wash., discusses libel case lacking merit.

news-editorial 30
Newspapers' coverage of minorities is criticized by a Hispanic organization and a J-school prof.

news research 32
Report says a city's dominance in suburbanites' lives influences their newspaper choice.

readership 34
New NAB report delves into readers' thoughts on newspaper content.

circulation 36
Circulation gimmicks flourish, but some wonder whether the contests are worth the cost.

technology 40
Supply panics are over. High costs now fuel publishers' efforts to conserve energy.

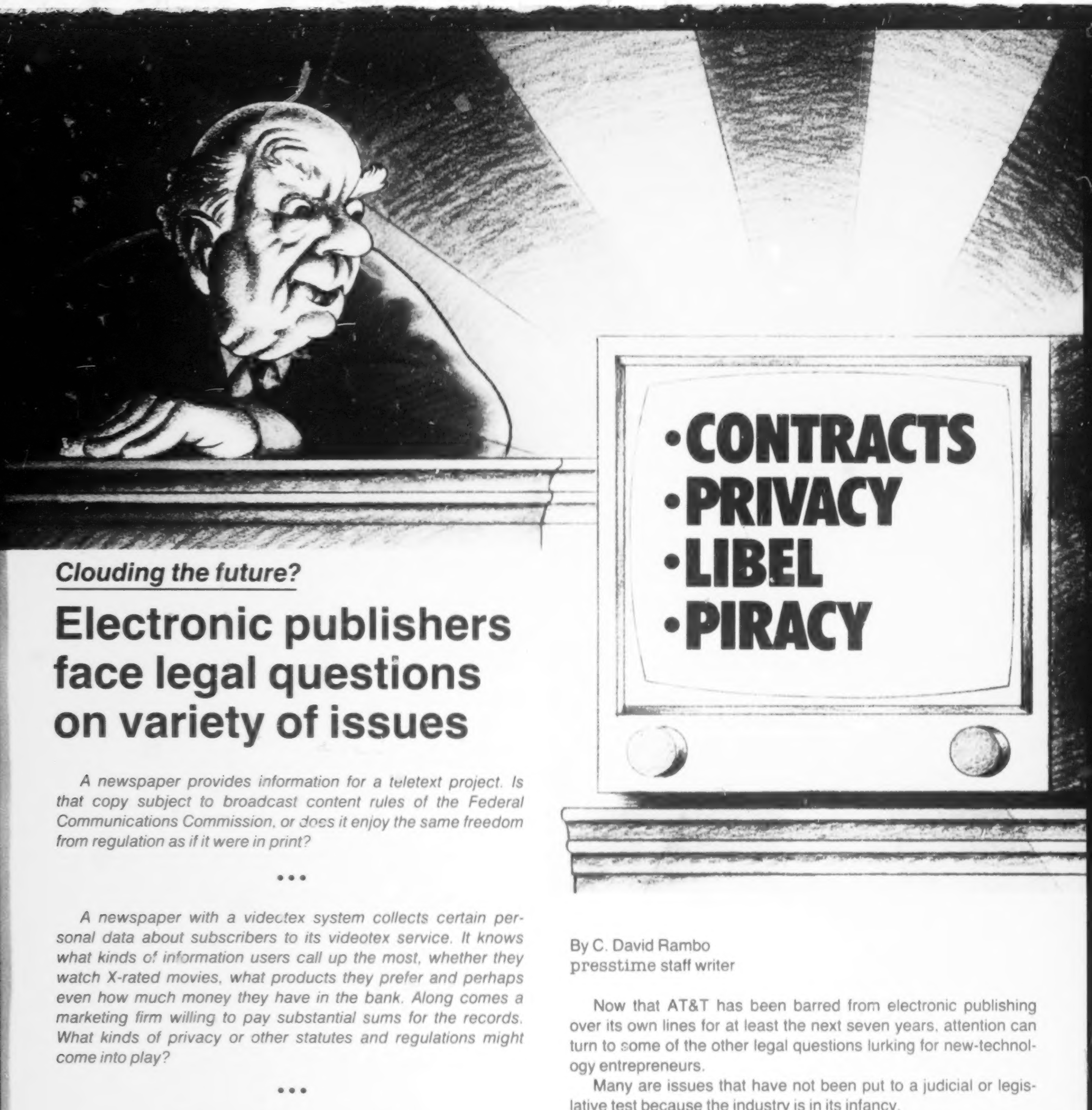
employee relations 47
Guild and ITU merger committees agree to a merger document.

newsprint 54
ANPA seeks support of the American Paper Institute on issue of defining newsprint for tariff purposes.

newspaper business 56
A revolution sparked in the mid-'60s continues to roar, as special sections proliferate.

Also in this issue

'Shoe' 9
government legal roundup 10
training 33
education 35
transportation 39
promotion 46
exchange 65
ANPA news 66
speeches inside back cover
ANPA calendar back cover



Clouding the future?

Electronic publishers face legal questions on variety of issues

A newspaper provides information for a teletext project. Is that copy subject to broadcast content rules of the Federal Communications Commission, or does it enjoy the same freedom from regulation as if it were in print?

• • •

A newspaper with a videotex system collects certain personal data about subscribers to its videotex service. It knows what kinds of information users call up the most, whether they watch X-rated movies, what products they prefer and perhaps even how much money they have in the bank. Along comes a marketing firm willing to pay substantial sums for the records. What kinds of privacy or other statutes and regulations might come into play?

• • •

A newspaper is sued for libel because of an item that appeared on its electronic information service. The case is hampered—and the plaintiff is infuriated—because the newspaper keeps no electronic or paper copy of the text. Even though there may be no legal requirement to do so, should an electronic publisher keep copies of everything transmitted?

• • •

A newspaper runs syndicated material—purchased for use in the newspaper—over its electronic publishing system. Has it violated copyright law?

By C. David Rambo
presstime staff writer

Now that AT&T has been barred from electronic publishing over its own lines for at least the next seven years, attention can turn to some of the other legal questions lurking for new-technology entrepreneurs.

Many are issues that have not been put to a judicial or legislative test because the industry is in its infancy.

Moreover, publishers who have limited themselves over the years to traditional newspapering, but who are beginning to dabble in the telecommunications arena, are learning that the degree of press freedom they've enjoyed may not extend to the new electronic media.

Some communications experts claim such concerns are dwarfed at least for the moment by more basic business worries confronting electronic publishers. "A bigger problem will be getting people to pay money for information," says Richard H. Veith of Warner Amex Cable Communications Inc.

Tom Steinert-Threlkeld, director of new technologies for Capital Cities Communications Inc., agrees. Minor legal quandaries are "not nearly as important as getting the money . . . and deciding what's the best way to go about this" from a marketing standpoint, he says.

Nevertheless, the industry has begun to address some of these seemingly less cosmic questions that experts say will become increasingly important as markets jell. One of the first places these legal questions have been articulated is in a new book, *The Birth of Electronic Publishing*, by Washington communications attorney Richard M. Neustadt.

Three trade and professional associations also are beginning to explore some of the legal puzzles created by the new technology:

- The National Cable Television Association and the Videotex Industry Association, a trade group formed last February, have among their projects the development of voluntary codes to protect against violation of subscriber privacy.
- The American Bar Association has formed a subcommittee to examine legal aspects of electronic publishing. Subcommittee Vice Chairman Gary G. Gerlach, president and publisher of the Des Moines (Iowa) Register & Tribune, acknowledges that there are many unresolved questions on the subject.
- ANPA, through its Legal Department, has identified and analyzed from a newspaper perspective what it believes will be some of the most pressing legal issues. They include newspaper-cable contracts, governmental regulation, privacy, libel, copyright and piracy, and labor relations.

Newspaper-cable contracts

The ANPA Telecommunications Affairs Department says there are about 85 newspapers involved in cable projects, and the number is growing. Staff specialists stress the importance of writing a good contract with a cable operator for leasing channels, or for entering into joint ventures for delivery of news electronically.

Thomas S. McKnight, former Gannett Co. Inc. executive and now a communications consultant, says many newspapers have fared poorly in their negotiations with cable operators. "Cable's grade in conducting business with newspapers has typically been an 'A'; newspapers rarely have deserved more than a 'C,'" he says.

ANPA Legislative Counsel Douglas R. Watts says newspapers must engage in strategic planning before negotiating cable deals. They must decide what they want to do with a channel, what kinds of risks they're willing to take and how much control they want.

In some cases, newspapers have maximum independence over use of the channel. In others, newspapers perform "almost a wire service function for the cable operator in providing him with information that he in turn sells to his subscribers," Watts explains.

Most frequently, he says, newspapers are entering into some kind of joint venture in which both the newspaper and cable operator share in the risks and in the profits or losses.

Deciding which model best suits a newspaper's needs involves weighing the trade-offs. Some newspapers may opt for as little control as possible on the part of the cable operator. That is because, as Watts and others have pointed out, a cable company is a "creature of city hall": the company shapes its behavior according to a local-government-issued franchise.

Watts says cable owners "may get a little nervous around franchise renewal time" if the newspaper is closely scrutinizing the elected officials in its electronic news presentations.

Among contract details should be the number of channels that will be used, and whether those are in the cable operator's basic service package or in an optional-for-extra-cost package. "The widest distribution that you are going to get is in basic service, and that is where you want to be," Watts suggests.

Another consideration involves performance. What happens when there is an equipment failure, and who assumes liability for advertising contracts when the system is down?

Newspapers, primarily small ones that use a lot of equipment owned by the cable operator, must have a contract that spells out "who will bear upkeep on that, who will bear repair costs, and what access you will have to that equipment," Watts says.

Renewal rights are crucial to the contracts, he continues. "You want to be sure that if the cable operator's franchise is renewed, you have an option to renew your channel agreement." Also desirable may be a "re-visitation clause" that could, for example, allow the publisher to recon-

Glossary

Some key terms of the new-technology landscape are:

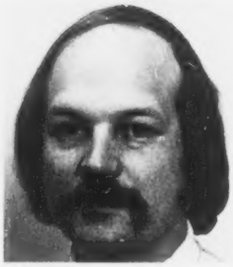
Videotex. Interactive (two-way), computer-based communications service using telephone lines or cable television; may offer the greatest variety of services of all forms of electronic publishing developed to date, with banking, shopping and home-security features in addition to news, advertising and other information.

Teletext. Essentially one-way communications service broadcast to users over the vertical blanking interval, the unused portion of a television channel signal, or via cable television; may require use of a decoder. Information can be transmitted in a "scroll" feed, as whole pages "flashed" onto the screen for given periods of time or in batches of papers from which the user may make selections.

Equal time rule. Federal Communications Commission rule requiring broadcast stations and cable systems to give political candidates an "equal opportunity" to air time if an election opponent has been heard on the air.

Fairness doctrine. FCC rule requiring broadcast stations—and cable systems for their local programming—to present conflicting views on issues of public importance.

Common carrier. A company that carries the goods of others, and whose access is open to virtually all; in the case of telecommunications, telephone companies and Western Union are examples of common carriers of communications messages.



> ***Newspapers must engage in strategic planning before negotiating cable deals. They must decide what they want to do with a channel, what kinds of risks they're willing to take and how much control they want.***
>
> **Douglas R. Watts**
> **ANPA legislative counsel**

sider and possibly nullify a five-year contract after two years.

Because there is a lot of cable system buying and selling, newspapers should be sure they have "the continued right to operate that channel even if the cable system is sold to a third party," Watts advises.

Consideration also might be given to listing certain compensation arrangements, such as the newspaper's publishing cable system program logs in lieu of certain payment to the cable operator.

A subject of many newspaper-cable negotiations is whether there will be an exclusivity clause in which the cable operator agrees to put no other information publishing channel on his cable system. Watts says such a provision "might not automatically violate the antitrust laws," but there are "severe antitrust implications to it." He urges caution.

Another ANPA staff counsel, Pamela J. Riley, says a red flag of caution should also be waved on deals giving a newspaper the first crack at providing services—possibly advertising—that might be competitive to the newspaper if offered over the cable by someone else.

Similarly, there could be antitrust implications if a newspaper operates a money-losing cable videotex system for an "unreasonable period of time," thereby blocking potential competitors; or if a newspaper leased more cable channels than it could use, particularly when other information providers desired access.

Other potential trouble spots—which could affect not only cable but other new technologies—are a newspaper's refusing to deal with advertisers who buy space from competing electronic publishers, a newspaper's offering combination print-electronic advertising rates that are excessively low or a newspaper's requiring an advertiser to buy space in the electronic edition in order to gain access to the printed edition.

Governmental regulation

There is another, more fundamental issue that looms over the legal labyrinth of newspaper-cable relationships: some cable operators' fear that by serving in a common-carrier-like capacity, they risk increased government intervention.

This concern resulted in The Daily Register of Harrisburg, Ill., getting "stalled at the Missouri River" last spring after a cable operator backed out of a plan in which the paper would have provided cable news and advertising. The cable operator said it feared that to grant newspaper access could lead to governmental regulation as a common carrier.

"We were kind of hoping to be number one in Illinois" with a cable news service, says the newspaper's General Manager Roy C. Small. "But we turned out to be zip point zilch."

There currently are no rules governing cable television as a common carrier.

At the federal level, the Federal Communications Commission imposes some rules for cable TV that are common to conventional television. Some cable programming, like that of conventional TV, must adhere to the equal time rule for political candidates, the fairness doctrine governing public response to aired editorial views and balanced coverage of different points of view, obscenity rules, and the rule that sponsors of local messages be identified.

On the local level, where all but one or two cable systems operate under local government franchises, regulation has aimed at technical considerations but increasingly at access and content rules prohibiting such things as obscenity.

Against this backdrop of governmental involvement rages a debate on how much cable regulation is appropriate and necessary.

A number of proposals would cast more of a common-carriage tint to cablecasting. For example, Henry Geller, former chief White House telecommunications advisor, has proposed that the FCC impose common-carrier-like rules requiring cable systems to provide leased access to channels—just as AT&T is required to provide access to its lines. The number of channels a system operator would be required to provide would depend on its size.

There have been some stirrings in Congress to legislate leased access, but with the 97th Congress drawing rapidly to a close, no bill is expected to get approved this year.

Approaches range from Senate Telecommunications Subcommittee Chairman Barry Goldwater's (R-Ariz.) S 2172, which would require systems with 20 or more channels to make a certain number available for public and leased access, to S 2445, by Sens. Howard W. Cannon (D-Nev.) and Ernest F. Hollings (D-S.C.), authorizing the FCC to mandate access when there are no alternative means of telecommunications delivery.

ANPA is considering whether to support mandatory leased access to cable.

Newspapers, as electronic information providers, have yet another worry on the regulatory front—the threat that broadcast and cable content regulations could spill over to material produced by newspapers.

For example, would a newspaper be obliged under the equal time rule to give a political candidate electronic "column space" if the candidate were to request it? Or would the electronic publisher under the fairness doctrine be required to run opposing viewpoints to those contained in other stories?

"I'm not going to touch that one," says FCC policy analyst Alan Stillwell. He adds, however, that "one thing the ANPA has to understand is that (newspapers) are not going to get the same First Amendment treatment" when material goes out electronically.

"The answer is 'Nobody knows.' It's a multi-part analysis" that will require litigation to resolve, says communications attorney Neustadt of Kirkland & Ellis.

To compound the problem, publishers may be subject to different rules and regulations for broadcast and cable even though the material produced for both could well be the same.

ANPA recently formed a new task force to look into these regulatory issues. (See story, p. 13.)

The FCC's Stillwell claims that some regulatory issues could be clarified this month when the commission is scheduled to adopt a final rule on teletext standards.

Teletext systems so far have been authorized only on an experimental basis.

Stillwell says the decision will swing in favor of letting the market decide technical questions. But teletext probably will be treated as an ancillary service to broadcast, he adds. As such, existing broadcast prohibitions against cigarette advertising, obscenity and possibly against the airing of lotteries likely will apply.

Neustadt raises still other points—for example, the relationship between regulation and costs. He encourages newspaper publishers to take a hard look at regulation of cable, low-power TV, multipoint distribution service, etc., because those decisions will have the greatest effect on "how much the electronic pipeline will cost." That cost will have a direct impact on "your ability to reach your customer effectively."

Newspaper publishers should take a hard look at regulation of cable, low-power TV, multipoint distribution service, etc., because those decisions will have the greatest effect on "how much the electronic pipeline will cost."

Richard M. Neustadt
Kirkland & Ellis

Privacy

Among legal issues cutting across all lines of new information technology is the privacy rights of subscribers who may be revealing highly personal information simply through use of a cable TV or other electronic information systems.

"Interactive media have much more detailed and sensitive collection than banks" and some other traditional institutions, says Robert Ellis Smith, publisher of the Privacy Journal, a monthly publication based in Washington, D.C., that reports on legislative, regulatory and general legal issues relating to "privacy in a computer age."

The privacy pot is getting hot:

- Wisconsin, Illinois and California have enacted legislation providing for cable privacy safeguards. They prevent cable operators from supplying unrelated third parties with data about cable users without the users' consent.
- The Goldwater and Cannon-Hollings Senate cable bills also would prohibit release of data without consent.
- Numerous local cable TV franchises also protect against unwarranted monitoring of peoples' habits.
- The industry is addressing the privacy issue. Besides the NCTA and Videotex Industry Association guidelines under development, Warner Amex Cable Communications Inc., the sixth biggest cable owner in the country, in 1981 adopted a privacy code that is now part of all subscriber and franchise agreements. It specifies what information is kept and under what circumstances it may be released.

Warner Amex says it will refuse government requests for individual subscriber information unless forced by a court as happened recently in Columbus, Ohio. A judge there, on request of the defendant in an obscenity trial, forced Warner Amex to turn over cumulative data on viewership of X-rated movies.

Other major firms are in the process of adopting privacy codes. One is Knight-Ridder Newspapers Inc., sponsor of the Viewtron videotex project (see story, p. 28).

Ronald L. Plesser of the Washington firm Blum & Nash says privacy "should be considered an issue to be planned for rather than a problem to be resolved." Plesser, who addressed the Videotex '82 conference in New York City last June, also says while government must create standards to protect subscriber interests, the more industry does to resolve these issues the less government intervention there will be.

But for newspapers and other media, the privacy issue involves much more than government regulation and bureaucratic policymaking.

There is, first and foremost, the matter of "public trust," says Steinert-Threlkeld of Cap Cities, who is heading up the Fort Worth Star-Telegram's videotex service STAR-Text. Just as banks would lose their customers' trust and consequently their business if they wantonly distributed personal data, so, too, would communications firms go out of business if users knew their information usage habits were being revealed, he says.

Despite these concerns, some communications experts don't see much of a problem. Acknowledging that there may be some room for legislation to protect consumers, they point out that banks, physicians and even newspapers themselves for many years have compiled and stored personal information.

Libel

Another issue directly related to consumer relations is libel. "Nobody can sit down now and tell you the parameter of the exposure (to potential lawsuits) in these particular services," says libel expert and ANPA Counsel Emeritus Arthur B. Hanson.

There have been no libel suits as a result of material appearing on new electronic publishing systems. "They haven't produced a problem, yet, and I emphasize the yet," he says. "But there's no reason why there couldn't be a problem."

Hanson also is general counsel of Mutual Insurance Co. Ltd. of Hamilton, Bermuda, whose libel insurance policies can be expanded to cover electronic material. He says Mutual insured about 18 electronic publishing systems in September.

Eric Rayman, chief counsel of Time Video Information Services, a subsidiary of Time Inc., thinks electronic publishing will have fewer suits than print media because mistakes can be corrected instantly, whereas print media have a daily or less frequent publishing cycle. He also notes that much of the information being published electronically, such as airline schedules, is "soft" and generally not offensive.

Experts say the same principles of law will apply to electronic-publishing libel as to conventional print libel. However, some lawyers point out some other differences that may require extra attention. One involves record-keeping, or lack of it.

Libel suits may be hard both to bring and to defend against because some electronic information systems keep no copy of material that was transmitted, says ANPA counsel Riley. For example, while the Monroe (N.C.) Enquirer-Journal keeps hard copy that is used for typing information into the character generator for its two leased cable channels, it has no record of what actually appeared on the screen, says Cable News Director Mark F. Ashcraft.

Complications also may arise from the traditional "single publication rule." That rule says that only one lawsuit can be brought against a defendant for the mass distribution of a single edition of a newspaper, magazine or book. But a computer data base may undergo constant revision. Is each revised version a new edition for libel purposes? The rule may be hard to apply, some lawyers think.

Riley also raises the question of which state's law should be applied for defamatory language that can be received electronically in any state, and how damages should be assessed when "circulation" is indeterminable.

"In terms of calculating damages," Time's Rayman says, "you don't know how many people actually saw the information."

Another issue yet to be tested is who will be liable for a defamation action. When electronic information from a number of places is funneled through one source, "Who's going to be ultimately responsible for what eventually appears on the screen?" Steinert-Threlkeld asks rhetorically. "The information provider? The TV repairman?"

Copyright and piracy

Questions of responsibility also are being asked regarding use of material published electronically, as information producers become increasingly sensitive to problems of infringement.

A principal means of protection is the federal copyright laws, notes ANPA's Watts. Those laws give electronic publishers a right of action against "infringers who reproduce or reuse, without permission, substantial amounts of a data base," he says.

But how copyright laws will apply in certain electronic publishing circumstances is unclear.

For example, a group of newsletter publishers claimed in late 1981 that The New York Times violated copyright laws with The Times' Key Issues Tracking service, an electronic publishing system that carried summaries of information appearing in the newsletters.

The question was not settled in the courts because the Times suspended its service. The newspaper said its decision was based on marketing considerations, not on the copyright flap.

A related issue is whether newspapers have a right to use syndicated material they buy for their print news columns over their electronic systems, too. Watts says that unless a newspaper's contract with a syndicate states otherwise, the paper "may be deemed to have a one-time right to reproduce the material" in print. Electronic publication "without permission or remuneration may infringe upon the syndicate's copyright in those works."

Syndicates in many cases have allowed

Previous presstime stories on electronic-publishing legalities

Following are references to previous **presstime** stories that dealt with material contained in this month's special report:

- Cable operators fear they will risk increased government intervention if they enter into agreements with newspapers (April 1982, p. 20).
- The Federal Communications Commission considers a petition to mandate access to channels of large cable companies (May 1982, p. 34).
- Senate cable bills address privacy, mandatory access (June 1982, p. 15).
- Videotex '82 conference report (Aug. 1982, p. 17).
- The New York Times suspends Key Issues Tracking service (Jan. 1982, p. 14).
- Editors should "play by ear" use of syndicated material in electronic publishing systems (Jan. 1982, p. 21).
- The Associated Press decides to consider requests for use of its news electronically on a case-by-case basis (May 1982, p. 10).
- Labor issues of electronic publishing (March 1982, p. 44).

newspapers to use material, at no extra charge, in electronic publishing experiments.

Industry sources say it will be a different story, though, when experiments end and paid services begin. Editors have been advised to "play it by ear" in these early days of the electronic publishing industry.

The same advice could be given for use of wire service material. The Associated Press Board of Directors will decide on a case-by-case basis whether a member will be allowed to provide AP news electronically. United Press International also considers each request separately.

Newspaper publishers will be concerned with the same kinds of questions regarding protection of their own property against piracy. "When you put that stuff out there (on an electronic publishing system), it's up for grabs," says Steinert-Threlkeld.

Consequently, security procedures are built into systems. There are such things as passwords for individual consumers and "scramblers" on teletext signals. But such electronic padlocks are expensive. It may well be that an electronic publisher's response to this challenge will depend on how high the piracy losses are.

A separate question involves whether there may be loss of copyright when a reporter's story written originally for print also is used in the electronic version.

Watts says copy prepared by reporters within their normal scope of employment is deemed "work made for hire and as such is the property of the employer." Hence the newspaper loses no rights if it elects to reuse an article electronically.

Labor relations

Extra use of reporters' copy may be all right from a copyright point of view, but it has raised other questions from a fair-labor-use perspective. There are two main considerations.

One is compensation. Of 121 contracts between newspapers and The Newspaper Guild on file at ANPA, 37 have "re-use resale" clauses that may require extra compensation to editorial workers originating copy used in electronic services.

The Guild also is recommending to its locals that come bargaining time, they request that the extra money—which should be a "substantial share of the income accruing to an employer"—be dispersed among all editorial workers and not just to individuals who get both print and electronic bylines.

Richard J. Ramsey, executive secretary of the Guild's contracts committee, says union officers have decided not to push for extra compensation until electronic publishing services mature and actually start earning money. "When this becomes viable, then perhaps extra compensation will be required," Ramsey says.

The second consideration is union jurisdiction, an issue the Guild is working on with somewhat more vigor.

In the first case of its kind, Local 229 of the Guild filed a grievance against the Lexington (Ky.) Herald-Leader Co.'s electronic news and advertising service because employees of the service were not made part of the union.

The Guild claims those employees perform work that is similar to that of other editorial employees. The newspaper says the work is sufficiently different that the Guild's jurisdiction should not extend to the "electronic" employees, who are located apart from the newsroom.

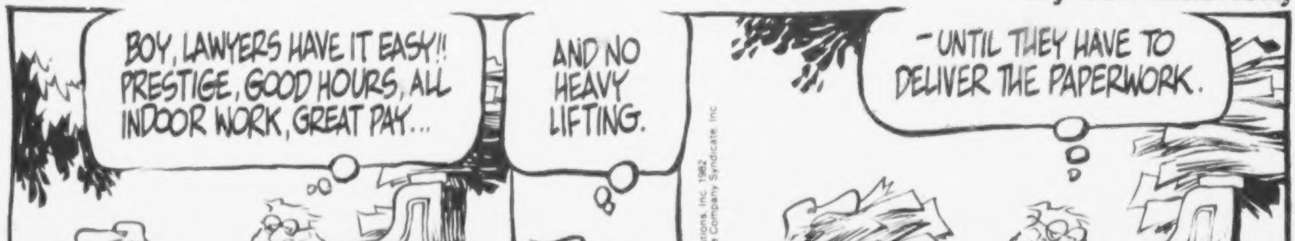
An arbitration hearing on the matter is scheduled Oct. 28.

Labor issues in a new information age transcend the newspaper business. In fact, Michael Cavanagh, president of the consulting firm Cavanagh Associates of Washington, D.C., says they represent "the centerpiece of where we're going as a society."

Cavanagh predicts that as a result of new, computer-based electronics, there will be "profound dislocations" in employment the likes of which have not been seen since the Industrial Revolution. He calls on management and labor to work together to assure that the work force is rearranged so productivity is enhanced and unemployment minimized.

Cavanagh is optimistic that these and other challenges of new technology will be met. Regardless of the legal or the people problems, he says, "if there's a market out there, they will be resolved." ☐

'Shoe' **By Jeff MacNelly**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AND NO HEAVY LIFTING.
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MACNELLY 8/30

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Government/legal roundup

(Editor's note: This compilation of government and legal issues affecting newspapers is prepared four times a year by the ANPA Government Affairs and Legal departments. The last one appeared in the May 1982 edition of presstime.*)*

Telecommunications

AT&T settlement: U.S. District Court Judge Harold Greene Aug. 24 entered a consent decree settling the government's eight-year-old antitrust suit against AT&T and incorporating into law ANPA's "diversity principle." (See story, p. 22.)

Telecommunications legislation: Comprehensive common carrier legislation now appears derailed for the 97th Congress. In a surprise move, Rep. Timothy E. Wirth (D-Colo.) July 20 abandoned his efforts on HR 5158 [presstime, Aug. 1982, p. 12].

Cable legislation: The Senate Commerce Committee July 22 approved a comprehensive cable bill (S 2172), but chances for passage this year appear slim [presstime, Aug. 1982, p. 13].

Direct broadcast satellites: The Federal Communications Commission June 23 authorized experimental DBS services in the 12.2 to 12.7 gigahertz radio band. This microwave band currently is licensed to more than 1,400 private and public users, including 11 newspapers, for data transmission. Alternatives will be established for the microwave operators, accommodating DBS operators in the band. No existing licensees will be required to make adjustments until at least 1988 [presstime, Aug. 1982, p. 13].

Press freedom

Fairness doctrine: A special ANPA task force on content regulation of electronic media met Sept. 13 to develop recommendations for possible newspaper positions on existing and future content regulation of electronic media. (See story, p. 13.) FCC Chairman Fowler continues to seek newspaper support for legislative repeal of fairness doctrine and equal time rules.

Open courts: The U.S. Supreme Court June 23 struck down a Massachusetts statute that called for mandatory closure of criminal trials during testimony of a minor rape victim [presstime, July 1982, p. 25]. The court May 17 refused to review the case of *Federated Publications v. Swedberg* in which the Washington Supreme court held that it was not an unlawful prior restraint to condition press access to pretrial proceedings on an agreement to abide by "voluntary" local press bar guidelines [presstime, June 1982, p. 12]. In Canada, a New Brunswick Provincial court Aug. 25 convicted a reporter for the Bangor (Maine) Daily News of violating Canadian criminal law by publishing a story on pretrial testimony in a murder case in which a judge had prohibited publication. (See story, p. 19.)

Reporters shield: Boston Herald American reporter Paul Corsetti's 90-day jail term was commuted Sept. 7. Corsetti was sentenced for contempt when he refused to testify at a 1978 murder trial. (See story, p. 19.)

Access to jurors: U.S. District Judge Allen Sharp Aug. 30 vacated his earlier order prohibiting reporters from interviewing jurors in the South Bend, Ind., case in which the man accused of shooting civil rights leader Vernon E. Jordan Jr. was acquitted. (See story, p. 19.)

Cameras in courts: The American Bar Association Aug. 11 revoked its longstanding rule against using cameras to record courtroom proceedings [presstime, Sept. 1982, p. 15].

Freedom of information: A Senate committee report on S 1730, the FOI Reform Act, is expected to be filed this fall, but congressional action appears unlikely as the House continued to await Senate passage. CIA Director Casey in an Aug. 24 speech urged total CIA exemption from the FOIA. (See story, p. 14.) Canada June 28 passed its first FOI law [presstime, Aug. 1982, p. 19].

Taxes

Major tax bill: The Tax Equity and Fiscal Responsibility Act (HR 4961) was signed into law Sept. 3. It contains a number of features of interest to newspapers:

- Indefinite extension of the moratorium against IRS attacking the tax treatment of traditional independent contractor arrangements. Although both the House and Senate versions contained independent contractor "safe harbor" language of the type supported by ANPA, conferees deferred resolution of the issue.
- Telephone excise taxes were increased to 3 percent for calendar years 1983-85 but eliminated entirely after 1985.
- Foundations that own newspapers failed to win exemption from tax law divestiture requirements although the Senate had authorized such relief in its version of the bill.
- A number of tax advantages enjoyed by pension plans for closely held corporations, which benefited owner-employees, were restricted.
- Accelerated cost recovery of capital equipment and the tax advantage of industrial revenue bonds also were limited.

Local newspaper taxes: ANPA and Knight-Ridder Newspapers Aug. 23 filed a joint *amicus* brief in *Minneapolis Star and Tribune Co. v. Minnesota* urging the U.S. Supreme Court to overturn a Minnesota use tax on newsprint and ink, assessed only on the

government/legal roundup

state's 13 largest newspapers. In Tennessee, the Kingsport Chancery Court ruled that news services, advertising illustration books, press maintenance and other equipment repairs in the publication of newspapers are exempt from state sales and use taxes. The state's Department of Revenue is appealing the decision [presstime, Sept. 1982, p. 14]. Los Angeles is considering an end to a current exemption for newspaper publishers and broadcasters from the city's gross receipts tax. (See story, p. 21.) A committee of the Wisconsin State Assembly Aug. 12 heard several newspaper publishers oppose a proposal to tax newsprint, ink and plate negatives used to produce shoppers. A Denver tax on newspaper sales is being opposed in the courts, with a 1983 trial expected [presstime, May 1982, p. 48].

Business

Newspaper ownership: Joint operation under the Newspaper Preservation Act of the Seattle Post-Intelligencer and The Seattle Times was blocked Aug. 27 when U.S. District Judge Barbara J. Rothstein ruled the June 15 approval by U.S. Attorney General Smith "invalid" because buyers were not pursued for the failing P-I. (See story, p. 12.) A mistrial was declared Aug. 2 in the lawsuit against joint operation of the Honolulu Advertiser and the Honolulu Star-Bulletin [presstime, Sept. 1982, p. 14]. In Canada, the government has directed the Canadian Radio-Television and Telecommunications Commission to deny new broadcast licenses or renewals where applicants own daily newspapers in the same market, and it will seek legislation in Parliament to limit future newspaper ownership to 20 percent of national daily newspaper circulation [presstime, Sept. 1982, p. 49].

Advertising

FTC authority: The House Energy and Commerce Committee Aug. 18 passed a bill (HR 6995) to curb Federal Trade Commission powers to attack "unfair" advertisements and practices. It would require that before the FTC could rule an ad "unfair," it first must find that the ad caused substantial and unavoidable injury that was not outweighed by any benefits the practice could bring consumers [presstime, Sept. 1982, p. 15].

Right of rejection: ANPA filed an *amicus* brief Sept. 14 with the U.S. Supreme Court urging review of a federal appeals court ruling that the Providence (R.I.) Journal Co. violated antitrust laws by refusing to accept non-deceptive advertising from a rental referral agency. (See story, p. 19.)

Employee relations

Multiemployer pension legislation: ANPA Aug. 10 urged Congress not to adopt narrowly defined, special-interest legislation as a means of remedying problems created by the Multiemployer Pension Plan Amendments Act of 1980. The law imposes liability beyond agreed-on contribution levels on employers who withdraw from union pension plans [presstime, Sept. 1982, p. 15].

Noise regulations: The Occupational Safety and Health Administration Aug. 5 deferred its Aug. 22 deadline for audiometric testing of employees exposed to high noise levels [presstime, Sept. 1982, p. 15].

Hazardous chemicals: OSHA conducted hearings during the summer on proposed regulations for notifying employees of hazardous chemicals in the work place. The regulations, as envisioned by OSHA, would be aimed primarily at manufacturers of hazardous chemicals, but they also would affect employers using such chemicals.

Postal

Newspaper task force: A new Joint Postal Task Force met Aug. 17 in Washington, D.C., and recommended several steps the newspaper business should take in dealing with the third-class postal rate environment [presstime, Sept. 1982, p. 9].

Supreme Court case: On Sept. 7 ANPA and NNA filed an *amicus* brief in the first postal rate case to be considered by the U.S. Supreme Court, *National Association of Greeting Card Publishers v. U.S. Postal Service*. ANPA supported the Postal Service in arguing that the Postal Reorganization Act requires the Postal Service and the Postal Rate Commission to take all statutory factors into account, including the informational value of the mail, rather than having cost factors predominate in rate-setting procedures [presstime, Sept. 1982, p. 9].

Board of governors: The USPS Board of Governors Aug. 3 unanimously approved the reclassification of third-class rates from permanent to temporary, thereby maintaining third-class rates at current levels [presstime, Sept. 1982, p. 9].

Congress: A final appropriation for fiscal year 1983 still is being debated by Congress. (See story, p. 15.)

International

UNESCO: President Reagan Aug. 24 signed into law a State Department authorization bill directing that U.S. funding for UNESCO be ended if UNESCO acts to inhibit free flow of news and information between nations [presstime, Sept. 1982, p. 18].

Kenaf: FIEJ, the International Federation of Newspaper Publishers, submitted a proposal to UNESCO in July for kenaf testing. And Soil and Land Use Technology Inc. reports it has received U.S. Trade and Development Program funding for a kenaf study in Belize on a cost-sharing basis. (See story, p. 54.) ☐

Seattle JOA decision delayed; court vows to speed up hearings

By C. David Rambo
presstime staff writer

The latest court delay in the Seattle joint-operating-agreement case has cast a shadow on the application of future joint agreements under the 1970 Newspaper Preservation Act, some newspaper executives say.

But a high Justice Department official maintains such concerns are exaggerated.

After a federal district judge Aug. 27 overturned the U.S. attorney general's approval of the agreement, the Seattle Post-Intelligencer and The Seattle Times took the case to the 9th U.S. Circuit Court of Appeals.

The appeals court is vowing to minimize further delay. The P-I, which claims to be losing an average $200,000 per week and suffering the departure of several key personnel, asked for and received expedited review because of its immediate hardship.

The court set October and November deadlines for submission of briefs and reply briefs. It will hear arguments on the merits of the case in early December.

Such steps often take years, said one attorney involved in the case. "That's going like gangbusters."

Even so, the delay of at least three more months follows the delay of two months instigated by U.S. District Court Judge Barbara J. Rothstein.

After Attorney General William French Smith approved the Seattle JOA June 15, opponents of the plan—a group of employees of the P-I, some advertisers and several suburban Seattle newspaper publishers—filed suit. Rothstein on June 24 said the agreement could not take effect for 60 days, pending disposition of the suit [presstime, July 1982, p. 22].

When Rothstein upheld the plaintiffs in the case, she ruled that the agreement should not take effect because prospective buyers existed for the Post-Intelligencer.

The P-I "is not obligated to seek out buyers," Rothstein said. But "where there are ready and willing buyers who present themselves . . . (the P-I) must carry the burden of demonstrating that none of those buyers could continue to operate the P-I as an independent daily."

"In short," Rothstein said, the P-I "must show that no other viable alternatives exist for maintaining the newspaper's independent editorial voice."

Under the agreement sought by the Seattle dailies since March 1981, the P-I (morning, circulation as of last March 31, 191,158) and the Times (all-day, 256,888) would join all departments except editorial. The 12-year-old Newspaper Preservation Act empowers the attorney general to grant limited immunity for such a merger when it can be demonstrated that one of the papers is failing.

Following the Seattle papers' appeal of Rothstein's decision, ANPA filed with the appellate court a friend-of-the-court brief, which did not address whether the Seattle JOA should have been approved but rather focused solely on Rothstein's interpretation of the law.

That interpretation, ANPA said, is "contrary to the Act and its legislative history." To let her decision stand "would seriously impair the availability of the act's provisions for otherwise qualified 'failing' newspapers in the future. . . ." The Association said Congress did not intend to condition approval of an application for a joint agreement "upon a finding that there are no prospective buyers for the 'failing newspaper'"—a finding that would require applicants to prove "an onerous negative."

In addition, ANPA said the District Court's requirement to prove that able buyers could return the P-I to profitability "would create critical delays and uncertainties in the application of the Act. . . ."

That concern about the time it takes to implement a JOA was echoed strongly by Cowles Media Co., owner of The Courier-Express in Buffalo, N.Y., a morning paper that folded Sept. 19 (see story, p. 62).

President John Cowles Jr. told presstime his company considered the possibility of a joint operating agreement with the Buffalo Evening News but felt it would have taken so long to get one approved and implemented, the move "didn't make economic sense for us."

Justice's Baxter gives ANPA Government Affairs Committee his views.

He mentioned not only the Seattle case but also the 1977 application of The Cincinnati Post and The Cincinnati Enquirer. Their application finally was approved, but the process took 27 months.

However, William Baxter, chief of the Justice Department's Antitrust Division, countered Sept. 22 that this is not always the case. "Of course, you know it doesn't take a whole lot of time except where it's a very doubtful proposition," he told presstime.

Baxter, whose Antitrust Division had recommended that the application of the P-I and the Seattle Times be denied, also talked more generally about the case to the ANPA Government Affairs Committee meeting that day.

The Hearst Corp., owner of the P-I, and Seattle Times Co. stressed the burden caused by the delays in their "emergency" appeal to the 9th Circuit, filed Sept. 3.

They maintained that the Newspaper Preservation Act does not require applicants to prove there are no viable alternatives to the joint agreement.

They said the P-I lost an average of more than $1 million annually during the 1970s and $3.1 million in 1981. Through Sept. 3 of this year, it has lost more than $4 million.

On Sept. 20, the Justice Department also asked the appellate court to overturn Rothstein. The department said the burden of showing there were qualified buyers rested with opponents of the joint agreement. Evidence regarding a prospective buyer is relevant only if prospective buyers offer a plan to return the failing newspaper to profitability, its brief said. ☐

Toronto VDT studies ended

Studies at The Toronto Star to see if there was a connection between VDT work and the fact that four classified advertising employees gave birth to children with defects [presstime, Sept. 1980, p. 9] ended after some of the mothers declined to respond to questionnaires.

Announcement of the end of the studies was given to each employee in pay envelopes distributed at the end of July.

The announcement stated, "Every terminal in operation at The Star was checked by Ministry of Labour officials for possible radiation emissions; none was found. As well, a questionnaire was prepared and distributed to the four mothers in an effort to determine if there might be any work-related common factor in the birth defects. Unfortunately, only two of the mothers chose to respond to the questionnaire."

The newspaper then invited four independent medical experts to complete a study of the situation. Dr. Margaret Thompson, senior staff genetecist at The Hospital for Sick Children, was called upon to interview the four mothers and report to the four-member team of investigators.

"Unfortunately, only one of the four mothers consented to participate . . . ," the announcement to the staff stated. It noted that at a meeting of the Star-Guild Task Force, ". . . it was agreed that nothing further could be done."

Meanwhile, the Ontario Legislature killed one bill designed to establish safeguards for employees working on VDTs. A second bill is pending [presstime, Jan. 1982, p. 11].

Regulatory notes

The Federal Communications Commission Sept. 14 voted unanimously to **consolidate its broadcast and cable television bureaus**. The move is subject to approval by congressional appropriations committees.

The new Mass Media Bureau would have four divisions: Audio Services, Video Services, Enforcement, and Policy and Rules.

According to an FCC spokeswoman, the primary reason for the consolidation is the reduction of Cable Television Bureau staff in conjunction with the commission's reduced regulation of cable. The cable bureau has 46 staff members, the Broadcast Bureau 306.

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President Reagan Sept. 13 signed into law HR 3239, giving the Federal Communications Commission additional direction in setting up a **lottery system for awarding initial broadcast licenses or permits**. Congress last year gave the FCC authority to use a lottery system at its discretion [presstime, Sept. 1981, p. 11], but the commission missed its deadline for establishing rules for the system and claimed the law was ambiguous and unworkable.

The new law specifies that the traditional objectives of the FCC in promoting diversification of control of the media be addressed in the lottery system and directs the commission to give preference to minority-controlled applicants and to applicants with a low degree of mass media ownership.

• • •

President Reagan has **nominated George W. Douglas**, a Texas Democrat and economist, to the FTC.

Senate confirmation would bring the commission to its full complement of five members. The previous nominee for the Democratic seat, F. Keith Adkinson, withdrew his name from consideration last March [presstime, May 1982, p. 29].

• • •

The FTC has released its **line-of-business report** for 1976. It contains information on profitability, promotion expenses, research and development expenditures, and the ratio of assets to sales for diversified companies broken down by specific businesses.

The information is reported in aggregate form for each line of business and not by individual company. The information on the newspaper business was obtained from five companies.

The FTC's Bureau of Economics currently is working of the report for 1977. For budgetary reasons, the FTC has suspended collection of data for the reports [presstime, Jan. 1982, p. 11].

Policy statement on content rules being drafted

An ANPA task force is developing a policy statement for consideration by the Association's Board of Directors opposing content-related restrictions on electronic publishing.

At a Sept. 13 meeting in Washington, D.C., the nine-member task force—made up of members of three ANPA committees—agreed to recommend that the Association take a stand on content issues.

The task force will meet again Nov. 10 in Washington after the three ANPA committees have had an opportunity to consider the issue. At its September meeting, the task force heard from Stephen A. Sharp, Federal Communications Commission general counsel, who explained the commission's desire to see the equal time, reasonable access and fairness doctrine provisions of the Communications Act of 1934 repealed [presstime, Oct. 1981, p. 13].

That night, members of the task force and several members of the ANPA Board attended a dinner at which Senate Commerce Committee Chairman Bob Packwood (R-Ore.) discussed his proposal for a constitutional amendment to guarantee freedom of expression for the electronic media [presstime, May 1982, p. 36]. Packwood had scheduled hearings on the proposal in his committee for late September.

Members of the ANPA Special Task Force on Content Regulation of Electronic Media are, from the Government Affairs Committee, John F. Dille Jr., Federated Media and Truth Publishing Co. Inc., Elkhart, Ind.; K. Prescott Low, The Patriot Ledger, Quincy, Mass.; and Charles S. Rowe, The Free Lance-Star, Fredericksburg, Va. Also, from the Press/Bar Relations Committee, Katharine P. Darrow, The New York Times Co.; Robert F. Erburu, The Times Mirror Co., Los Angeles; and Gary G. Gerlach, Des Moines (Iowa) Register and Tribune Co. And from the Telecommunications Committee, Robert M. Johnson, Newsday, Long Island, N.Y.; James A. Linen IV, Media General Inc., Richmond, Va.; and Donald F. Wright, the Los Angeles Times.

Renewed effort to squelch the FOIA feared

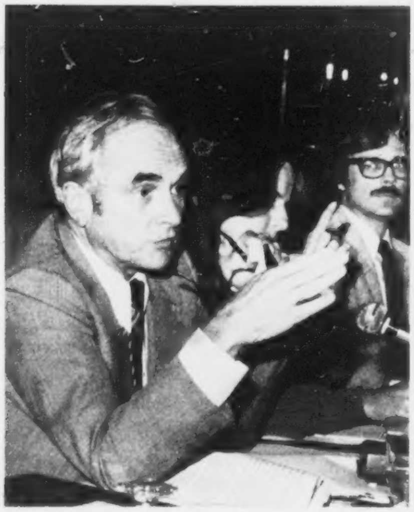
A recent speech by CIA Director William J. Casey may have been the "opening gun" in a renewed effort by the intelligence agency to gain exemption from the federal Freedom of Information Act.

Charles S. Rowe, editor of the The Free Lance-Star in Fredericksburg, Va., told the Sept. 21-22 meeting of the ANPA Government Affairs Committee that Casey appears to have abandoned a modified position on relief for his agency from the disclosure law.

In his Aug. 24 speech at the 64th Annual Convention of the American Legion, Casey said: "I question very seriously whether a secret intelligence agency and a Freedom of Information Act can co-exist for very long. The willingness of foreign intelligence agencies and their services to share their information and to rely on us fully, and of individuals to risk their lives and reputations to help us, will continue to dwindle unless we get rid of the Freedom of Information Act."

Casey has testified before Congress on his agency's problems with the disclosure law, but there has been no congressional action addressing the CIA's FOIA complaints.

The Senate Judiciary Committee did not deal with the subject in the FOIA legislation it approved in May [presstime, June 1982, p. 10].



Rowe says CIA Director Casey may have fired "opening gun."

And the Senate Select Committee on Intelligence has not acted on a bill (S 1273) introduced by Sen. John H. Chafee (R-R.I.) to provide the CIA with a less-than-total exemption from disclosure laws—legislation some government officials indicate the CIA could support.

But with Casey's recent speech, "I think we might have here the opening gun in their fight for the total exemption," concluded Rowe, chairman of the Government Affairs Committee's First Amendment/Freedom of Information Working Group. Rowe also reported that the Senate Judiciary Committee's FOIA bill (S 1730) is stalled until the committee report on the bill is completed. The legislation is given little chance of passage this year. (See **chairman's corner**, inside front cover.)

In other FOI matters:

- Washington, D.C., attorney Bruce W. Sanford, counsel for the Society of Professional Journalists, Sigma Delta Chi, Sept. 15 registered with the clerk of the House of Representatives and the secretary of the Senate as SPJ,SDX's lobbyist on First Amendment issues, including FOIA. Sanford is a partner in the law firm of Baker & Hostetler.

Sanford said he considers the effort to amend the FOIA "a long term project" and likened it to the way in which Congress developed legislation, enacted this year, prohibiting publication of the names of U.S. covert intelligence agents [presstime, July 1982, p. 26].

- The Federal Bureau of Investigation has denied an FOIA request made by SPJ,SDX for a slide show it used in presentations to members of Congress on the need for changes in the FOIA [presstime, Dec. 1981, p. 13].

According to Robert Lewis, chairman of the press group's FOIA Committee, he was informed by the bureau Aug. 23 that it was denying his request for the audio-visual material under FOIA exemption (b)(1), which protects classified materials from disclosure. Under the same exemption, the FBI withheld 17 of 23 pages of written material relating to the presentation. The six pages it did release, Lewis said, were "heavily censored."

SPJ,SDX attorney Sanford said the FBI decision would be appealed to the U.S. Department of Justice in accordance with FOIA appeal procedures.

- The House Government Operations Committee Aug. 12 issued a report critical of the way the Reagan administration developed the new executive order on classification that took effect Aug. 1 [presstime, May 1982, p. 36]. ANPA and other press groups opposed the new order in congressional testimony in March.

The committee charged the administration failed to inform the Congress and the public fully about proposals to change the rules for classifying government information or to solicit advice on them. It also said the administration failed to identify clearly problems with the old classification rules, to explain satisfactorily the purpose of the new rules, and to address the problem of overclassification of government documents.

The committee recommended more openness and consultation when classification rules are adopted or changed and that the rules be changed only when concrete problems have been identified.

It also recommended that the National Security Council, the Information Security Oversight Office and the Office of Information and Regulatory Affairs of the Office of Management and Budget work together to develop methods of limiting overclassification as a result of the new order.

- The Army's chief of public affairs did an about-face on the issue of investigative reporting in The Stars and Stripes, the newspaper published by the Department of Defense [presstime, Nov. 1981, p. 30].

Brig. Gen. Llyle J. Barker Jr. July 28 issued a memo to the director of the American Forces Information Service critical of investigative reporting in the newspaper and recommended that such reporting be banned after reading about women's problems in the Army in the paper's European edition. He retracted the recommendation in a second memo Sept. 7 after being challenged by Sen. William Proxmire (D-Wis.) ☐

ANPA asks postal commission to keep current 3rd-class rates

ANPA has asked the Postal Rate Commission to dismiss or hold in abeyance a request from a group of third-class mailers that the commission issue new third-class rates.

The mailers' petition stems from the recent decision of the U.S. Postal Service Board of Governors to make "temporary" what earlier had been deemed "permanent" third-class rates.

The governors were responding to a ruling of the 2nd U.S. Circuit Court of Appeals that said the so-called permanent rates were inappropriate because they had not been adopted as a result of a normal recommendation from the rate commission.

The court said the governors must ask for such a recommendation or change the name of the rates to temporary [presstime, Sept. 1982, p. 9].

The group of mailers consists of the Direct Mail/Marketing Association, the Reuben H. Donnelley Corp., the Mail Order Association of America and the Third Class Mail Association. They said the commission "clearly has a responsibility" to recommend a decision on third-class rates under the court decision. "The need for expedition is obvious," the mailers said. "Third-class rates have been the subject of uncertainty for the last 17 months."

ANPA said such action by the commission at this time would be "untimely and counterproductive to orderly postal ratemaking" that takes into consideration all postal rates. "The issuance of a new recommendation on third-class bulk mail may not prove to be a mere technical correction," ANPA added. "Dramatic changes in rates could result, disrupting the interrelationship of the rates among all classes."

The Association said it is not up to the commission to initiate a rate recommendation; rather, it is up to the Board of Governors to decide whether it wants the commission to make a recommendation.

ANPA also said the 1981 rate case upon which this third-class issue rests is old. "To permit a stale record to provide the basis for new, late 1982 third-class postal rates would frustrate the basic guarantee of fairness embodied in the Postal Reorganization Act," the Association said in a brief filed Sept. 17. ☐

Association urges increase in size for presorted mail

The maximum size for carrier-route, presorted, third-class mail should be increased, ANPA told the U.S. Postal Service.

The requested change to 12-by-15-by-¾ inches would give all newspapers the opportunity to take advantage of low third-class rates for total- or target-market coverage publications, the Association said.

The current maximum size of 11½-by-13½-by-¾ inches effectively prevents "the vast majority of newspapers from qualifying for the third-class presort discount," ANPA Postal Committee Chairman W. Gilbert Faulk Jr. wrote Assistant Postmaster General Edward R. McCaffrey.

Between 80 and 90 percent of U.S. daily newspapers print on newsprint 55 inches wide or wider. Printed and folded, the finished product is a minimum of 13 and ¾ inches long—¼ inch longer than allowed.

In his Sept. 2 letter, Faulk, vice president/legal of Dow Jones & Co. Inc., also asked McCaffrey to initiate a formal proceeding for the change before the Postal Rate Commission if USPS lawyers decide the change cannot be made administratively. ☐

Postal notes

Second-class mail rates could go up about 10 percent under legislation approved by congressional committees to appropriate $708 million for the U.S. Postal Service for fiscal year 1983.

All of that money would go for "revenue foregone"—a category of postal subsidies that benefits certain second-class rates.

Total postal funding for fiscal 1982 was $835 million [presstime, July 1982, p. 25].

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A **general rate increase request** affecting all classes of mail **will be postponed** from late next year until early 1984, thanks to a $612-million USPS surplus for fiscal 1982.

Postmaster General William F. Bolger told the 16th annual National Postal Forum Sept. 13-14 in Washington, D.C., that the surplus was a result of increased mail volume, lower rate of inflation, higher USPS productivity and a $17-million decrease in fuel and energy costs.

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ANPA and the National Newspaper Association have supported a proposal requiring the postal **Board of Governors** to back up their **major decisions** with "detailed written explanations." The groups also supported a clarification of the role of the officer of the commission, an arm of the independent Postal Rate Commission created to represent the interests of mailers in rate cases.

The comments were made in a Sept. 14 letter to U.S. Rep. Mickey Leland (D-Texas), chairman of the Postal Personnel and Operations Subcommittee that is considering changes to the Postal Reorganization Act of 1970.

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The Postal Service's **"requester rule" took effect Oct. 1** for publications mailing under the new second-class "alternative II" category. That is a class for what used to be known as "controlled circulation"—free-circulation newspapers that, unlike "shoppers," run at least 25-percent editorial material and 24 pages in each issue.

The new rule requires alternative II newspapers to show that at least half of the people receiving the newspaper have requested it. The requirement is designed to bring those free papers in line with the second-class rule whereby traditional, paid newspapers must show that at least half of their subscriptions are paid [presstime, March 1982, p. 15]. ☐

Coverage seldom cause for conviction reversal

By Dale Spencer

News coverage of historic criminal events since Jack Ruby shot Lee Harvey Oswald in a Dallas jail in 1963 has resulted in much discussion in the press about "pretrial prejudicial publicity" and the rights of the accused. The subject came up again this year with the trial of John Hinckley Jr. for the shooting of President Reagan.

Dale Spencer

While the impression from all this public discussion might be that news coverage of such events inevitably results in numerous overturned convictions because of biased juries, the reality is the direct opposite.

A study of cases from 1976 through 1980 reveals that only in 14 states and for a total of 21 times have the highest appellate state courts overturned convictions because there was jury bias caused by the news coverage of the events leading to a trial or of the trial itself.

In fact, of the more than 63,000 criminal conviction appeals during that five-year period in all 50 states, only in 368 cases did defense attorneys raise the issue of alleged jury bias because of news coverage. (See chart, p. 17.)

Yet we continue to hear a lot about so-called "prejudicial publicity" because criminal defense attorneys continue to allege "trial by newspaper" in public defense of their clients and claim "prejudicial publicity" before trial judges.

The press itself contributes to the misconception by continuing to pick up and print the term "prejudicial publicity" in its coverage of such defense arguments. We publish "crime news" or "court news," not "prejudicial publicity," and the stressing of that point by the press could help erase the mistaken notion that news coverage of crime is often prejudicial and leads to overturned convictions.

The fact is that at the state appellate court level, the term "prejudicial publicity" is rarely used in argument. The reason appears to be as simple as the fact that most trial judges know what to do to avoid problems when a sensational trial starts in their courts.

My study of convictions overturned because of jury bias caused by news coverage shows that the courts recognize the reality of press coverage of sensational crimes and take steps to minimize its effects.

It is obvious that the trial court judges follow a basic practice started 130 years ago. In 1851, the U.S. Supreme Court considered the first case in which news coverage was a factor at a trial. In *United States v. Reid*, two of the jurors admitted reading a newspaper account of the evidence that had been introduced during the trial, but they submitted affidavits that the articles had not influenced their judgment.

The court said, "there was nothing in the newspapers calculated to influence their decision, and both of them swear that these papers had not the slightest influence on their verdict."

These same two points—the content of the newspaper coverage and the effect on the jurors—show up in a state-by-state breakdown of the cases during the five years of the study.

Georgia's 37 Appeals. Georgia had the highest number of appeals of any state in which individuals urged appeals courts to overturn their convictions and cited "prejudicial publicity" as one of the factors or reasons. There were 37 such cases out of an estimated 1,400 criminal appeals in Georgia from 1976 through 1980.

However, none of the 37 cases was overturned by the Georgia Supreme Court. The court used various phrases similar to the two points in the 1851 case in upholding the verdicts of the trial courts:

"There were no undue inflammatory articles or editorials which could be construed as inciting passion or prejudice against the appellant. . . ." (*Collier v. The State*, 1979.)

"The newspaper articles on which appellant relied to show prejudice were not inflamatory. . . ." (*Young v. The State*, 1976.)

"Exhaustive *voir dire* questioning of prospective jurors does not show that the jurors had been prejudiced by the pretrial publicity. . . ." (*Florence v. The State*, 1979.)

"The test as to whether newspaper publicity has so prejudiced a case that an accused cannot receive a fair trial is whether the jurors summoned to try the case have formed fixed opinions as to guilt or innocence of the accused from reading such newspaper articles." (Citing *Krist v. Caldwell*, 1973), in *Welch v. The State*, 1976.)

"None of the jurors testified on *voir dire* that they had formed fixed opinions as to guilt or innocence of the accused from pretrial publicity." (*Campbell v. The State*, 1977.)

"There is no evidence of any bias whatsoever due to pretrial publicity. We find no abuse of discretion in refusing to change the venue of the trial or to restrict the publicity." (*Smith v. The State*,1979.)

Reversals in Pennsylvania. On the other side, Pennsylvania had the highest number of cases reversed because of judges failing to take some action to overcome news coverage of sensational crimes and trials. In the five-year period, there were 23 cases citing some juror prejudice caused by news coverage. The Pennsylvania Supreme Court reversed five of the convictions, and the reasons fit three categories:

- Two cases were reversed because a change of venue should have been granted.
- Two were reversed because the jurors were not sequestered or protected from coverage of the trial by the media.
- One was reversed because the judge should have granted a continuance until the threat of community feelings abated.

In one of the cases where a conviction was reversed because the trial court erred in denying a change of venue, the Pennsylvania Supreme Court detailed the massive, widespread news coverage of a "premeditated contract killing." The case involved an 18-year-old youth who hired two friends to kill his former girlfriend's new

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boyfriend. (*Commonwealth v. Cohn*, 1980.)

The second case involved the death of a sixth-grade student and the arrest of a "mentally ill" former prison inmate for her murder. The state Supreme Court said from the moment the news of the homocide became public, "the community was emotionally stirred."

But the news articles, the court said, "while not of the excessively emotional type," nevertheless exposed potential jurors first to the youth's prior criminal record and second to statements made by him admitting that he committed the killing. (*Commonwealth v. Frazier*, 1977.)

In reversing the conviction, the court said the potential for prejudice created by such news coverage therefore remained great when the request for a change of venue was made less than four months later at the time of the trial. Thus the Pennsylvania justices said the trial court abused its discretion.

However, a dissenting justice said in reversing the verdict that the majority disregarded the overwhelming evidence of the youth's guilt.

The study shows that courts recognize the reality of press coverage of sensational crimes and take steps to minimize its effects.

Changes of venue were properly denied in 10 other cases of the 23 in Pennsylvania's high court during the five-year period.

In one of the two cases where convictions were reversed because the jurors were not sequestered or protected from news coverage during the trial—the conviction of James Leroy Sutton for murder of a well-known district judge in Erie—the court said, "the trial court erred in failing to sequester the jury when two newspapers that serviced the community saturated the community with articles published daily during the *voir dire* and trial (*Commonwealth v. Sutton*, 1979.)

The court pointed out that nine articles told of a previous guilty plea and also told of the case going to the Supreme Court where it was reversed and remanded for trial.

Six articles said the accused was a "triggerman" in the shooting, and one newspaper quoted an unnamed member of the district attorney's staff as saying Sutton would be identified as the man who shot the judge.

The court noted that the "record is clear the two Erie newspapers service the entire county and that the articles were published daily during the *voir dire* and trial." When there is this type of news coverage, "the court upon its own motion or upon request should sequester the jury."

The dissenting judge in the case said he did "not believe the newspaper coverage of the trial was 'inherently prejudicial,'

50-state breakdown of cases from 1976 through 1980

	Estimated* criminal appeals	Appeals citing coverage	Courts granting new trial
Alabama	1,325	24	0
Alaska	650	4	1
Arizona	625	12	0
Arkansas	950	8	2
California	360	2	0
Colorado	450	2	0
Connecticut	335	1	0
Delaware	560	5	1
Florida	4,500	7	1
Georgia	1,400	37	0
Hawaii	320	1	1
Idaho	350	1	0
Illinois	350	0	0
Indiana	2,000	27	0
Iowa	660	7	0
Kansas	780	17	1
Kentucky	520	2	0
Louisiana	4,530	27	2
Maine	550	5	0
Maryland	300	5	1
Massachusetts	1,240	4	0
Michigan	1,670	2	0
Minnesota	900	12	0
Mississippi	1,180	3	0
Missouri	1,240	2	0
Montana	590	11	0
Nebraska	1,530	4	0
Nevada	1,350	4	0
New Hampshire	580	3	0
New Jersey	1,680	0	0
New Mexico	72	3	0
New York	630	4	1
North Carolina	1,010	17	0
North Dakota	195	3	0
Ohio	2,900	4	0
Oklahoma	2,560	11	0
Oregon	4,640	1	0
Pennsylvania	1,950	23	5
Rhode Island	280	2	0
South Carolina	875	7	1
South Dakota	330	8	0
Tennessee	100	10	0
Texas	11,500[1]	12	1
Utah	560	4	0
Vermont	290	1	0
Virginia	260	5	0
Washington	280	2	0
West Virginia	685	3	2
Wisconsin	1,010	6	1
Wyoming	210	3	0

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* Estimate is based (except as noted) on figures from the 1976 and 1977 editions of the *State Court Caseload Statistics: Annual Report* series of the National Center for State Courts. This series is complete only through 1977. The author has used these 1976 and 1977 figures and other research to arrive at "Estimated criminal appeals" in each state for the five-year period.

[1] Letter from Roy J. Rawls, executive administrator of Texas Court of Criminal Appeals, dated May 29, 1981, and includes appeals disposed of during five-year period.

thereby relieving the appellant of the burden of showing actual prejudice."

In the fourth case that was overturned in Pennsylvania, efforts to keep the jurors from finding out certain details about an accused murderer were not successful. John Harry Bruno had been charged with five murders; he was found guilty of two. (*Commonwealth v. Bruno*, 1976.)

This was a new question for the court: "whether a trial court abuses its discretion by failing to question jurors concerning their exposure to a publicized, suppressed confession." The Norristown Times Herald ran a headline over an article about the case that said "Bruno Trial Jury Seated, Alleged Confession Out."

The jury was not sequestered, and the high court said "even a random glance at a news rack would have been sufficient to convey the existence of the confession." Because the trial court "gave an inadequate precautionary instruction to the jury," the justices reversed Bruno's conviction.

There was no evidence that the jurors did see the headline, but the court said "there is a strong possibility that 'inherent prejudicial' news articles publicizing appellant's suppressed confession reached the jury." The case was sent back for a new trial.

But Bruno did not give up. He was tried and convicted again, and again he appealed because of the news coverage given his first trial and appeal and its effect on his second trial. This time the court of appeals said the trial court did not abuse its discretion in denying a change of venue despite the news coverage of his trials. (*Commonwealth v. Bruno*, 1979.)

The last of the five convictions in Pennsylvania was reversed because the justices said the trial court had erred in refusing to continue the trial until the atmosphere concerning drunkenness as a defense had lessened in the community.

On the morning jury selection began in William Brado's murder trial, a newspaper published an editorial critical of a recent Pennsylvania Supreme Court decision. The editorial said, "by claiming drunkenness one may now be able to escape punishment for premeditated murder, robbery, burglary and rape."

Brado had intended to use drunkenness as a defense for killing a man he thought was with his date in a car. Brado, a truck driver, had been on the road two days with the help of drugs. He started drinking without any sleep, thought his date was in a car, opened the door and shot the driver with a .357 Magnum. (*Commonwealth v. Brado*, 1977.)

Of the 21 cases overturned, 11 were reversed because the trial judges refused to grant the accused a change of venue, by far the single most common reason for such reversals.

Brado's counsel moved for a continuance after seeing the article. The trial judge denied the motion. He appealed. The Pennsylvania Supreme Court said the trial judge could have avoided the possibility of an unfair trial by granting the continuance.

The court cited Justice Frankfurter's dissent in *Stroble v. California*, 1952: "Jurors are of course human beings and even with the best intentions in the world they are, in the well-known phrase of Holmes and Hughes, JJ., 'extremely likely to be impregnated by the environing atmosphere.'"

Venue issues predominate. Of the 21 cases overturned in all states during the study period, 11 were reversed because the trial judges refused to grant the accused a change of venue, by far the single most common reason for such reversals.

A seminal case in Louisiana in 1975, *State v. Bell*, presents these relevant factors in determining whether to change venue:

- The nature of pretrial publicity and the particular degree to which it has circulated in the community
- The connection of government officials with the release of the publicity
- The length of time between the dissemination of the publicity and the trial
- The severity and notoriety of the offense
- The area from which the jury is to be drawn
- Other events occurring in the community that either affect or reflect the attitude of the community or individual jurors toward the defendant
- Any factors likely to affect the candor and veracity of the prospective jurors on *voir dire*.

Publication of U.S. Supreme Court preview again threatened by lack of subscriptions

Once again Preview of United States Supreme Court cases is threatened because of lack of support. The nonprofit publication written to help journalists understand cases before the court may not be produced for the Supreme Court's October 1982 term.

The ANPA/American Bar Association Task Force that met Sept. 17 in Washington, D.C., formed a task force to investigate ways Preview could be sustained.

Preview was published for 15 years until it folded in 1980 for lack of funds. Efforts to revive the publication, produced about 40 times a year, were successful for most of the last Supreme Court term [presstime, Dec. 1981, p. 15]. But this year, too few subscriptions have been sold to pay for publication.

In other business, the task force:

- Decided to study the feasibility of sponsoring an empirical study of pretrial news coverage on jurors. (See story, p. 16.) The Modern Media Institute, founded by the late Nelson Poynter, chairman of the Times Publishing Co. of St. Petersburg, Fla., said it would finance the juror project. Among other things, the task force will examine whether such a study could be structured to yield useful and objective information.
- Adopted a resolution that if journalists, lawyers and judges adopt voluntary free-press, fair-trial guidelines, they make clear that the guides cannot be used to force prior restraint or any other condition on the press. The resolution was in response to *Federated Publications v. Swedberg*, in which a judge imposed voluntary guidelines on a mandatory basis, and *Sacramento Bee v. District Court*, in which a federal appeals court suggested that "an easy solution" to prevent jury prejudice would be to withhold publication until danger of prejudice is over [presstime, June 1982, p. 12].

courts

Court briefs

ANPA told the U.S. Supreme Court that a ruling against The Providence Journal Co. over **rejection of advertising** violates the newspaper's First Amendment rights. The Association asked the court to hear *Home Placement Service v. Providence Journal Co.* and find in favor of the newspaper.

The 1st U.S. Circuit Court of Appeals said the Journal Co. violated antitrust law by refusing to accept classified advertising offering housing rental information for a fee [presstime, Aug. 1982, p. 22]. The Journal Co. has asked the Supreme Court to reverse that ruling, and ANPA's comments came in a friend-of-the-court brief the Association filed in support of the newspaper company's request.

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U.S. District Court Judge Allen Sharp of South Bend, Ind., Aug. 30 reversed a previous order that **jurors may not talk about or even be asked about** their acquittal of Joseph Paul Franklin, who had been charged with shooting civil rights leader Vernon E. Jordan Jr.

Sharp said jurors have a fundamental privacy right not to talk about deliberations over a trial. It is possible, he said, for one juror to violate the privacy of another in discussing what happened in the jury room. He was trying to protect those rights and to guard against jurors' harassment, the judge said. But he conceded that his order "may arguably have conflicted with First Amendment values." He amended the order and precluded "post-verdict interrogation" of jurors only on the premises of the U.S. courthouse in South Bend.

ANPA and 13 other press groups had appealed Sharp's original order [presstime, Sept. 1982, p. 15].

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The Judicial Conference of the United States has dropped a proposal to add **court closure guidelines** to the Federal Rules of Criminal Procedure.

The decision to drop the matter followed negative testimony from numerous groups and individuals, including ANPA [presstime, Feb. 1982, p. 17].

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The Ontario Supreme Court said Canada's new Charter of Rights and Freedoms that guarantees freedom of the press overrides the federal Juvenile Delinquents Act that denies the press and public **access to criminal proceedings** involving juveniles.

The court, which retained a ban on identifying juvenile offenders while granting the press access to juvenile proceedings, said the Child Welfare Act "would have to bend to the Charter of Rights and Freedoms" adopted early this year [presstime, May 1982, p. 63] unless it could be shown that coverage jeopardized a child's welfare.

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The media appear to be losing an increasing number of **libel trials**, though most are won on appeal, the Libel Defense Resources Center found in a study of 54 recent cases. Among key points:

- When defamation and invasion of privacy claims went to trial, media defendants lost more than four out of five cases. The media lost almost nine out of 10 when the cases were tried before juries.
- Media defendants successfully reversed awards in almost three out of four cases. "Combined with favorable post-trial orders, almost four out of five damage awards against the media . . . were either reduced or overturned."
- The size of damage awards has risen "dramatically." Nine of the 47 such awards in the LDRC study were for $1 million or more; 12 were for more than $250,000; and 30 were for more than $100,000.
- Punitive damages used to "punish" media defendants also have increased. There were seven such awards for $1 million or more, and 17 for $250,000 or more.

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Massachusetts Gov. Edward J. King commuted 82 days of a 90-day prison sentence of Boston Herald American reporter Paul W. Corsetti who had been cited for **contempt of court** March 11, 1981, after refusing to testify about an interview with a confidential source [presstime, April 1981, p. 15]. King said while he would not pardon the reporter, he would release him from jail because Corsetti "already has suffered sufficiently."

The commutation followed a long series of appeals involving the state courts and U.S. Supreme Court Justice William J. Brennan. On Sept. 1 Brennan refused to reverse the contempt charge long enough for Corsetti to take his case to the full Supreme Court, saying the court likely would not accept the case and even if it did, Corsetti likely would not win.

The 33-year-old Corsetti was the first reporter to be jailed for contempt of court in Massachusetts, which has no shield law.

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The Bangor (Maine) Daily News decided to appeal the conviction of its reporter, Beurmond J. Banville, who had been found guilty of violating the Canadian Criminal Code by publishing a story despite a **judge's order prohibiting publication** [presstime, Sept. 1982, p. 15].

Even though the appeal was filed, Banville was required by the judge to pay a $200 fine by Sept. 10. The Daily News paid the fine on Banville's behalf.

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The chief justice of the Bermuda Supreme Court has **dismissed criminal libel charges** against The Royal Gazette of Hamilton after finding the charges were not justified.

The charges had been filed by Attorney General Saul Froomkin after Bermuda attorney Julian Hall claimed the newspaper defamed him May 7 by reporting that Hall had been disbarred in secret proceedings of the Bermuda bar disciplinary committee.

The story resulted in a surprise police search of the island's only daily newspaper [presstime, June 1982, p. 13].

Chief Justice Sir James Astwood upheld the constitutionality of the surprise search.

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A feature writer for the Richmond (Va.) Times Dispatch was fined $1,400 for **refusing to tell a grand jury the names of two sources** she used in writing stories on cocaine use in the Richmond area. Both sources, a lawyer and an alleged drug pusher, were quoted but not identified in the June 27 stories saying they knew judges, prosecuters and police officers who used cocaine.

The $100-a-day, contempt-of-court fine was imposed July 15 on Robin Traywick by Circuit Court Judge James B. Wilkinson. Wilkinson lifted the fine July 28 when the grand jury term ended. Richmond Newspapers Inc. provided legal counsel for Traywick and paid her fine.

Press proposals again on table at upcoming UNESCO meeting

By Elise Burroughs
presstime staff writer

A number of proposals affecting the press and communications media in general will once again be on the table at the General Conference of the United Nations Educational, Scientific and Cultural Organization Nov. 23-Dec. 3 in Paris.

The conference will put together a five-year plan for UNESCO initiatives in a variety of areas, including "communications in the service of man" and "information systems and access to knowledge."

Dana Bullen, executive director of the World Press Freedom Committee, describes the draft proposals as "less strident, but no less threatening," than some of the other communications schemes that have been debated in UNESCO forums in recent years.

Many of the latest UNESCO proposals simply urge study into ways of sharing information and technology; strengthening exchange programs; improving training programs; lowering international telecommunications rates; making more paper available for books, magazines and newspapers; and finding ways to increase information sources for developing countries.

But others involve areas sensitive to advocates of free, privately controlled media. Among the latter:

- Some proposals speak of individual rights to information and communication; others speak of the rights of nations and governments to information and communication.
- One proposed study would delve into "problems involved in the exercise of the international right to reply and the right of correction. . . ." [presstime, April, 1982 p. 6].
- Several proposals focus on the "responsibilities" of journalists.

One would investigate "facilitating the establishment of better working conditions for all those involved in communication, in particular through a study of their respective responsibilities."

Another would promote "the creative use of the media as instruments for improving the general level of knowledge, enriching leisure activities, creating awareness of the problems involved in the safeguarding and revival of cultural identities, and for combating all forms of violence and aggressiveness."

Most Western free-press advocates, while applauding those goals, insist the news media must not be used as instruments for any goal by any government or collection of governments.

Reports readied. With the UNESCO meeting approaching, two new publications offering insights into the organizations's proposed "new world information order" have been prepared.

The World Press Freedom Committee this month will publish *The Media Crisis: A Continuing Challenge*. In the book of brief essays, 26 journalists, academics and others involved in communications matters offer a wide variety of views on complaints about the current structure of the media and debate positive and negative aspects of the "new world information order." Topics range from discussions of principles to accounts of how press freedom has suffered from government interference in

World press notes

There is **urgent need for donation of a small press**, preferably offset, for a weekly, 30-page tabloid newspaper on a Caribbean island, according to the World Press Freedom Committee. Equipment donated to the WPFC qualifies for a tax deduction under the Internal Revenue Code.

Interested newspapers should contact George Beebe, WPFC vice chairman, projects, 1 Herald Plaza, Miami, Fla. 33101; (305) 350-2401.

• • •

By late September, the World Press Freedom Committee had received $4,735 in 70 separate contributions made in **memory of Stanley M. Swinton**, vice president and director of world services for the Associated Press, who died Aug. 29.

Swinton's family had asked that in lieu of flowers, donations be made to the committee. Swinton was active in the committee and one of the chief architects of the Declaration of Talloires [presstime, July 1981, p. 26].

• • •

The International Federation of Newspaper Publishers sent a cable in September to Daniel Ortega, president of the Nicaraguan junta, protesting continued **harassment of the Managua daily La Prensa**.

FIEJ, which awarded its Golden Pen of Freedom to La Prensa Publisher Pedro Joaquin Chamorro earlier this year [presstime, July 1982, p. 32], urged the government to allow La Prensa to "once again exercise freely its role of contributing to the democratic expression of the Nicaraguan people."

• • •

Thousands of **journalists walked off their jobs in India** Sept. 3 in a one-day strike. The strike was called to protest a new press law passed in Bihar, the country's second-most populous state [presstime, Sept. 1982, p. 18].

The bill, which must be signed by Indian President Zail Singh before taking effect, would ban publication, sale or possession of any printed matter deemed scurrilous, grossly indecent or "intended for blackmail." Determining whether articles fit those criteria would be left to executive magistrates, who are political appointees rather than judges.

India's lively, often sensational newspapers and magazines have uncovered a number of scandals involving police, the government and even college admissions officials in recent years. Many politicians—including Prime Minister Indira Ghandi—have reacted by branding such investigations as blackmail attempts and character assassination.

Indian journalists say they fear the Bihar bill is the first step toward national restrictions similar to those imposed during India's "national emergency" in the 1970s countries around the world.

Copies may be obtained at no charge from the World Press Freedom Committee at The Newspaper Center, Box 17407, Washington, D.C. 20041.

The other publication, also funded in part by the WPFC, is a study analyzing the background and influence of the International Organization of Journalists, a leading proponent of protecting journalists by means of licenses and international codes of ethics and responsibilities.

In "Warnings of a Western Waterloo," Martha L. Mueller describes the history and growth of the Prague, Czechoslovakia-based IOJ, which was founded in 1946 and since 1970 has had consultative status with UNESCO.

The organization believes journalism should have no commerical aims but should instead be an instrument for social development and social progress, promoting national liberation, detente and disarmament. It has supported for years many Third World nations' complaints that media controlled by the West distort much of the news from their countries.

Since the deaths of four Dutch journalists in El Salvador [presstime, April 1982, p. 19], the IOJ has increased its requests that UNESCO move to protect journalists.

In a recent issue of its monthly journal, The Democratic Journalist, the IOJ declared that the Inter American Press Association, the International Press Institute, the International Federation of Newspaper Publishers and the WPFC "unscrupulously" attacked efforts to establish an IOJ-supported international commission on the protection of journalists on dangerous missions [presstime, March 1981, p. 25]. The IOJ also charged that the associations "without reasons continue in distorting the honest efforts of the UNESCO."

In her study, Mueller warns that over time, the IOJ's consistent philosophy and its ability to gather Third World support may give it "the determining influence on the final outline of the New International Information Order."

Mueller is a former researcher for the Edward R. Murrow Center of Public Diplomacy at Tufts University's Fletcher School of Law and Diplomacy, which published the 87-page study. A limited number of copies may be obtained from the WPFC. ☐

Newspaper-related taxes fought in two states and two cities

Newspapers in two states and two cities are struggling with proposals to tax some phase of the newspaper business.

In Virginia, newspapers and advertisers plan to ask the state legislature in January to overturn an Aug. 20 ruling by the state tax commissioner that the state's 4-percent sales and use tax would be levied on the printing costs of all advertising supplements, even those printed for insertion in newspapers.

The ruling was made retroactive to 1966, when the tax took effect. However, the statute of limitations exempts taxes owed more than three years previous, according to Jane Bowen, legislative specialist for the Virginia Department of Taxation.

Newspapers should be collecting the taxes on supplements they print for advertisers, and reporting them monthly to the state, Bowen said. As of late September, she said it was unclear whether newspapers were in fact collecting the taxes.

The tax commissioner had begun his campaign in late 1981 with tax audits and subsequent requests for back taxes on advertising supplements printed by some major retail companies out of state for distribution in Virginia [presstime, Dec. 1981, p. 16].

According to Bowen, some retailers are paying the taxes; others have challenged the ruling in lawsuits that are pending in the state courts.

A bill to exempt supplements from that effort to collect taxes was approved by the state House of Delegates during last winter's session, but it failed to get out of Senate committee.

Raymond C. Carlsen, executive manager of the Virginia Press Association, said newspapers and advertisers are emphasizing that by taxing advertising the state would be taking out of circulation money that, if spent on more advertising, would generate more sales and thus more sales taxes.

The Virginia retail Merchants Association estimates that every dollar of advertising generates as much as $50 in sales—and $2 in taxes.

The state press association, Carlsen said, is trying a legislative rather than judicial approach to getting the ruling changed. "If we get involved in litigation in the short term, we run the risk of opponents in the legislature using the litigation as a reason not to do anything," he said.

In South Carolina, newspapers also are pondering whether to file a suit over or ask for legislative relief from an adverse tax decision by the state's attorney general.

He ruled earlier this year that preprints do not qualify as newspapers within the meaning of the state tax code and thus are not exempt from a sales tax levied when ownership passes from the printer to the retailer, who may later distribute them through newspapers.

In Los Angeles, the city council's Finance and Revenue Committee has been studying since 1981 the exemption publishers and broadcasters have from the city's gross-receipts tax on business.

A report from the city administrative officer in July concluded that eliminating the exemption would produce annual taxes of $200,000 from the sales of publications, $1.5 million from print advertising revenues, and $1.2 million from television and radio advertising revenues.

The applicable tax rates would be $1.25 per $1,000 of gross sales receipts and $3.50 per $1,000 of gross advertising receipts.

At a city council hearing on the proposal Sept. 22, representatives of several Los Angeles area newspapers and broadcast companies spoke in opposition to the proposed taxes. Harold W. Fuson Jr., staff counsel for the Los Angeles Times, said the council postponed any action on the issue for two weeks.

If the council votes to end the exemption, the action would be subject to approval by two-thirds of the voters in a referendum. The exemption has been in effect since 1949.

In Denver, after a September District Court hearing, newspapers were awaiting a ruling on their suit challenging a sales tax imposed in 1981 by the Denver City Council [presstime, May 1982, p. 48]. ☐

Victory for press, public

How the diversity principle became the law of the land

By W. Terry Maguire

Charles S. Rowe, editor of The Free Lance-Star of Fredericksburg, Va., called ANPA at 10:55 a.m. Aug. 11. He said the Associated Press had just run a bulletin that Judge Harold H. Greene had refused to approve the consent decree proposed last January by AT&T and the Department of Justice. Little did we know what was to be in the 178-page order we received later that day.

Rowe and other members of the ANPA Government Affairs and Telecommunications committees had been following ANPA's pursuit of the "diversity principle" for more than two years. Under the leadership of Robert G. Marbut and the ANPA Telecommunications Strategy Group, the effort—the longest lobbying effort in ANPA's history—cost the association about one million dollars and pitted ANPA against the largest company in the world.

With the diversity principle now adopted by a federal judge [presstime, Sept. 1982, p. 10], perhaps ANPA can look back on the last two and one-half years with some sense of perspective.

How it began. The ANPA effort can be traced to two people—U.S. Rep. Timothy E. Wirth (D-Colo.) and ANPA Legislative Counsel Douglas R. Watts. In 1979 Wirth was hard at work with others trying to rewrite the Communications Act of 1934. Watts was staff counsel for ANPA, monitoring the rewrite effort for the Association.

Wirth's reputation is that of a champion of diversity of information and of the First Amendment. He also has a reputation for criticizing AT&T's conduct, especially as it relates to that company's customers. When he began to think about the opportunities for AT&T to monopolize future information markets, primarily cable television and what has come to be called electronic publishing, he felt that Congress had a responsibility to act.

He and his staff in 1980 inserted a provision in HR 6121 that would have barred AT&T from publishing any news or other information that could "influence the public." Watts saw that section and identified some problems with the provision as originally written. Mainly, it did not protect against AT&T's publishing advertising and other information over its own electronic systems.

ANPA's Government Affairs and Telecommunications committees were briefed on the issue as the staff and members gathered more information. The committees assessed the dangers posed by AT&T's possible entry into electronic pub-

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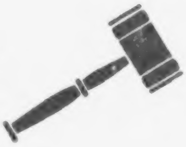
Maguire is ANPA vice president general counsel.

Communications Act of 1934

Congress sets the stage for AT&T to operate as country's largest telephone monopoly

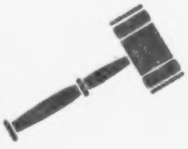
Jan. 24, 1956

Antitrust consent decree issued after settlement of 1949 Justice Department lawsuit against AT&T prohibits AT&T from engaging in any business other than common-carrier services



Nov. 20, 1974

Justice Department again files suit against AT&T, charging the company with antitrust violations of the Sherman Act



Early 1980

ANPA identifies problems with legislation to rewrite the Communications Act: mainly, that it didn't protect adequately against AT&T's becoming an electronic publisher

May 5, 1980

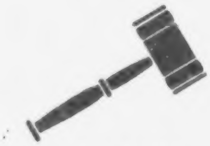
Federal Communications Commission issues Computer II decision. AT&T may offer information services through a subsidiary starting in 1983. ANPA and others appeal.

July 31, 1980

House Commerce Committee passes HR 6121 with amendment by Rep. Timothy E. Wirth (D-Colo.) prohibiting AT&T from all electronic publishing over its own lines

Feb. 4, 1981

ANPA Board of Directors adopts ANPA Telecommunications Statement of Principle.



Sept. 3, 1981

U.S. District Court Judge Vincent P. Biunno in Newark says 1956 consent decree does not prevent AT&T from entering computer-based information field (as Computer II decision allows)

Oct. 7, 1981

Senate passes telecommunications bill (S 898) by vote of 90-4. Amendment prohibits AT&T from electronic publishing over its own lines.

Dec. 10, 1981

House Telecommunications Subcommittee Chairman Wirth introduces HR 5158. Prevents AT&T from electronic publishing over its own facilities.

lishing.

As that early analysis progressed, it became clear that the differences between news and advertising delivered via computer-based electronic systems would not be as sharply defined as in printed newspapers. For example, shop-at-home services and reference material such as airline schedules may not easily conform to traditional news or ad molds.

The dinner guest. And then Charlie Brown came to dinner.

As a guest at the spring 1980 meeting of the ANPA Telecommunications Committee, AT&T Chairman Charles L. Brown talked about his company's interests in the future electronic information marketplace.

What became obvious in the course of the discussion that followed was that while AT&T said it had no plans to hire its own news staff, it clearly had designs on the electronic publishing of the future. This included aspects of the business in which AT&T's control of monopoly telephone services and facilities could pose severe anticompetitive threats to future electronic publishing competitors.

Following that dinner and additional research done by Marbut's Telecommunications Committee and K. Prescott Low's Government Affairs Committee, ANPA decided to try to modify and, if necessary, oppose legislation moving quickly in the Senate and House that would have given the green light to AT&T's electronic publishing plans. That effort, though drawing some criticism in Congress for the lateness of our input, ultimately was successful. It gave the Association valuable experience in the process of getting newspaper business views known to legislators and helped to build support for pro-competitive legislation.

In the process, ANPA's interest in seeing legislation advance in Congress began to solidify. HR 6121 had just been reported from the House Communications Subcommittee. And, as ANPA began working with the subcommittee's staff, the issues began to crystallize.

A key amendment sponsored by Rep. Wirth, extending the original provisions of HR 6121 to all classifications of information, was accepted on a 25-5 vote by the Committee on Interstate and Foreign Commerce. The committee then approved the bill.

But because of antitrust implications of the legislation, it was referred to the House Judiciary Committee. The bill died after that panel held it until the final days of the 96th Congress, then issued a negative report on parts of the bill unrelated to the diversity principle.

The year ended with the common-carrier legislation pending in the Senate also fizzling, and with Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) losing his bid for reelection. His surprise defeat was attributed partly to the controversy surrounding telecommunications legislation.

It was also in late 1980 that the Association learned of Ma Bell's plans for home information experiments in Texas and Massachusetts. Thanks to pressure applied by newspaper associations in Texas and Massachusetts and individual publishers with the support of ANPA, AT&T pulled back its plans in 1981.

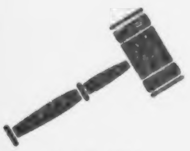
ANPA's work was cut out for it as the new 97th Congress convened in January 1981. The House and Senate Commerce committees had new chairmen. Wirth succeeded Van Deerlin as head of the reorganized Telecommunications Subcommittee. The ANPA staff and committees, joined by outside counsel—the Washington office of the Chicago law firm of Kirkland & Ellis—in late 1980 had reviewed the newspaper-industry position and utilized appropriate forums to advance the emerging diversity principle.

ANPA already had expressed its position to the Federal Communications Commission in proceedings on the deregulation of AT&T. There seemed to be little prospect there for success; the FCC has shown a substantial reticence to impose restrictions on AT&T. Its December 1980 Computer II reconsideration ruling giving AT&T permission to become an electronic publisher offered little solace.

But there was one other part of the ANPA case which we always believed to be very strong. The 1956 consent decree between AT&T and the Justice Department sharply limited the businesses in which AT&T could become involved.

ANPA read that decree to include a bar on electronic publishing. In fact, the Justice Department itself had taken that position within the past decade in a letter to AT&T questioning its involvement in audio information services. We hoped that if all else failed, we could make good use of this provision.

The first development in the new year was the beginning of the trial in the antitrust case brought by the Justice Department against AT&T in 1974. The complaint alleged a variety of anticompetitive practices by AT&T in connection with its communications services. The department demanded divestiture of the local Bell operating companies as relief.



Jan. 8, 1982

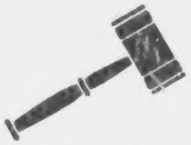
Justice Department, AT&T announce tentative settlement of antitrust suit. Allows "national" AT&T to enter electronic publishing, but prohibits "spun off" local phone companies from doing so.

March 25, 1982

House Telecommunications Subcommittee unanimously approves amended HR 5158 which, contrary to proposed antitrust settlement, prohibits not only local operating companies but also national AT&T from electronic publishing.

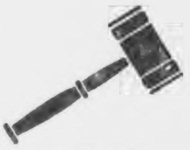
July 20, 1982

Wirth abandons HR 5158, saying there is not enough time for passage in the 97th Congress. Blames delay on AT&T lobbying campaign of "fear and distortion."



Aug. 11, 1982

U.S. District Court Judge Harold H. Greene, presiding over antitrust trial, says he will approve settlement if, among other things, parties agree that AT&T may not serve as information publisher over its own lines for at least seven years.



Aug. 24, 1982

AT&T, Justice Department agree to Greene's changes. Greene signs new consent decree in which "diversity principle" becomes law.

The issue of "divestiture" arose frequently during the years of debate on the future of AT&T. Many people in Washington felt that divestiture offered what later would be called a textbook solution to the problem of AT&T's dominance, but few believed the congressional process would ever wind up with that result. And not many more thought it was possible to attain a divestiture order from the court.

Policy statement emerges. In early February 1981, the ANPA Board of Directors had its mid-winter meeting. One of the virtues of that particular meeting is that it provides ample time for the directors to review thoroughly issues of great importance. They did so with the AT&T matter.

What emerged from that session was the ANPA Telecommunications Statement of Principle. It stated that "entities holding a government-granted telephone monopoly should not be permitted to provide, control or have proprietary interest in any information (commercial or non-commercial) transmitted over their own facilities" [presstime, March 1981, p. 21].

Several months later, ANPA registered for the first time as a Capitol Hill lobbyist, and the Association opened an auxiliary office in Washington, 20 miles from The Newspaper Center in Reston, Va. With the Statement of Principle as its basis, ANPA continued to make its case on the Hill, while keeping an eye on the FCC and the courts.

In March, AT&T decided to seek quick judicial elimination of a possible barrier to implementation of the FCC's Computer II decision. Ma Bell asked U.S. District Court Judge Vincent Biunno in Newark, N.J., to find Computer II did not violate terms of the 1956 consent decree, which he was charged with overseeing.

Waiting for a March 1981 hearing to begin, Wirth (right) talks with (from left) Gustave M. Hauser of Warner Amex Cable Communications Inc., AT&T counsel Newton N. Minow, Watts, Marbut and AT&T Vice President Randall T. Tobias.

ANPA sought unsuccessfully to intervene in that proceeding, taking the case later to the U.S. Court of Appeals in Philadelphia. Michael Yourshaw, a partner at Kirkland & Ellis, and I spent a day in Judge Biunno's courtroom listening to the judge review the history of telephone service and allude to the virtues of Bell Labs.

Biunno's subsequent decision held that the 1956 consent decree posed no bar to all the activities open to AT&T under the FCC's Computer II ruling.

Meanwhile, Kirkland & Ellis managing partner Richard E. Wiley, Bob Marbut and other members of his strategy group and the ANPA staff were launching a massive effort on Capitol Hill to sell the diversity principle as good public policy.

Wirth already was committed to the idea, but the House decided to defer legislative action to the Senate.

Definition of diversity principle

The diversity principle (the term was coined by ANPA Legislative Counsel Douglas R. Watts) recognizes the need to separate *content* from *conduit* in emerging, telephone-based, electronic information systems. It promotes retention of a high-quality local and long-distance telephone network. But it prevents telephone companies from acting anti-competitively in fledgling electronic information markets.

To foster diversity, this principle prohibits telephone companies from having any interest in any of the information transmitted over their facilities other than time, weather and similar audio-only announcements. Under the settlement of the AT&T antitrust litigation, all of AT&T's existing transmission facilities will be required to operate under the diversity principle for at least the next seven years. That encompasses more than 80 percent of local telephone service and more than 90 percent of long-distance service in the United States today.

S 898 emerged soon after Biunno's decision. It was both a positive and negative development. It was positive because the Senate in the previous Congress had shown no interest in the diversity principle, and this bill recognized the basic idea of separating content from conduit. But in deciding, as all since have agreed, that AT&T should be allowed to offer name, address and telephone numbers arranged by business or service category, the drafters went several steps beyond.

S 898's first draft said that AT&T would be free to offer "electronic directory advertising." No one could define that. It was obvious in any case that advertising that could be offered on home information facilities could be offered by AT&T, and there was difficulty figuring out where the line between advertising and something called "non-advertising" might be drawn.

Doug Watts, Dick Wiley and I met time and again with Senate Commerce Committee Chief Counsel William Diefenderfer and Communications Subcommittee Counsel Ward White, Christopher Coursen and others. We exchanged views and drafts and occasionally arguments. Bob Marbut testified for ANPA in a lengthy—and sometimes heated—session before the Senate Commerce Committee in June.

Members of the strategy group, publishers and other newspaper executives contacted members of the Senate Commerce Committee in an effort to convince them that the diversity principle is good public policy. As discussions advanced, there formed within the committee a strong following for amending S 898 to reflect more completely the diversity principle.

Sens. John Danforth (R-Mo.) and Wendell Ford (D-Ky.) were early supporters of the diversity principle and led the effort to amend S 898. When the ANPA delegation visited Sen. Robert Packwood (R-Ore.), chairman of the Commerce Committee, he agreed with the Danforth-Ford amendment. It was included without opposition in the bill that passed the committee 16-1.

The full Senate then approved it 90-4. From the time it emerged from the Commerce Committee until full Senate passage, there was no announced opposition to the diversity principle.

But by then it was Oct. 4, 1981, and the chances were virtually nil of moving the House to act in that first session of the 97th Congress. An FCC decision on Computer II that would be favorable to newspapers still looked like a longshot, and there was a feeling of greater insecurity about the 1956 consent decree protections.

Before the end of the year, ANPA filed briefs with the U.S. Court of Appeals, District of Columbia Circuit, appealing the Computer II decision. (It is pending.)

Meantime, ANPA continued to work closely with the staff of Wirth's subcommittee—Chief Counsel and Staff Director David K. Aylward and Staff Counsel Thomas Rogers—as they drafted their own common carrier legislation.

When HR 5158 finally appeared Dec. 10, it was the best statement of the diversity principle yet developed. It provided a reasoned test for determining when competitive circumstances would warrant AT&T entry into the electronic information business, and it imposed some important nondiscrimination safeguards on all other telephone companies.

As 1982 unfolded, activities were percolating on many burners.

Marbut went to Washington again to testify before the Wirth subcommittee in support of the diversity principle. After a difficult period of political uncertainty, the subcommittee March 25 approved the bill 15-0. But then the political problems which had always lurked around common carrier legislation began to intensify.

Opponents of the legislation, for the most part active supporters of AT&T, began to carry out a series of parliamentary maneuvers which slowed the progress of the legislation considerably. The result was that Wirth announced July 20 that he was dropping his effort to get the bill passed this year. The villains, he said, were AT&T's lobbying campaign of "fear and distortion" against the measure and the dwindling amount of time left in the election-year Congress.

Until that point, although more than 100 amendments to HR 5158 had been considered or were pending, none would have affected the diversity principle provision.

AT&T-Justice settlement. In addition to its legislative effort, ANPA was hard at work on a separate but coordinated track, pursuing its interests in the Computer II appeal and in a new court proceeding. It was touched off Jan. 8 when the Justice Department and AT&T announced that they had reached a tentative settlement in the ongoing trial of the 1974 antitrust case. As expected, that settlement included abandonment of the 1956 consent decree, the one electronic publishing safeguard that seemed to be set in law.

Under terms of the proposed settlement, the divested local operating companies would be barred from becoming electronic publishers. That was a significant achievement in that it reflected a basic understanding of our position by the Justice Department that the controller of the content and the conduit in the telephone-based, electronic information systems should be separate.

There appeared to be little chance that AT&T and the Justice Department would agree to extend the prohibition on electronic publishing to the parent AT&T. But the effort had to be made because ANPA was convinced that the dominance of AT&T in interexchange facilities and services both within and among the states would pose a severe anticompetitive threat to publishers using data bases located around the country for their electronic publishing ventures.

There was need to respond to this in two different forums. The first was legislative.

There was a strong prospect that the consent decree, roughly as set forth by the two parties, ultimately would be approved. Therefore, legislation would have to deal with AT&T after divestiture.

To do that, terms of Senate-passed S 898 and of HR 5158 would have to change. Wirth aggressively approached that task and developed legislation neces-

Leaders in ANPA's struggle for an electronic publishing future

The ANPA Telecommunications Strategy Group oversaw the effort to enact the diversity principle. Its members were:

- Chairman Robert G. Marbut, president and chief executive officer, Harte-Hanks Communications Inc., San Antonio, Texas
- Garner Anthony, chairman and chief executive officer, Cox Enterprises Inc., Atlanta
- Robert F. Erburu, president and chief executive officer, The Times Mirror Co., Los Angeles
- Katharine Graham, chairman of the board, The Washington Post Co.
- K. Prescott Low, president and publisher, The Patriot Ledger, Quincy, Mass.
- William C. Marcil, president and publisher, The Forum, Fargo, N.D.
- Allen H. Neuharth, chairman and president, Gannett Co. Inc.
- Lloyd G. Schermer, president and chief executive officer, Lee Enterprises Inc., Davenport, Iowa

The members communicated frequently with one another and kept in regular contact with Washington via a series of conference calls. Face-to-face meetings were held as necessary.

The group was selected by then-ANPA Chairman and President Katherine Graham. The ANPA Board received regular reports from the group, which was authorized to act on behalf of the Board between Board meetings. The Board made all major policy decisions.

Strategy Group members relied on the ANPA staff, under the direction of Executive Vice President Jerry W. Friedheim, and on outside counsel for coordination of all necessary support activities. Members of the ANPA Telecommunications and Government Affairs committees frequently were called upon to provide additional counsel.

sary to deal with Ma Bell and her new offspring.

The amended HR 5158 reaffirmed the diversity principle as applied both to the divested local companies and to AT&T's intercity network.

The second forum was the proceeding before U.S. District Court Judge Harold H. Greene in Washington, D.C. Greene had been trying the 1974 antitrust case prior to the settlement proposal. Greene also had received oversight responsibility of the 1956 decree upon transfer of that proceeding by Biunno in Newark.

As required by a 1974 law, Greene began to review the settlement to ascertain whether it was in the public interest. He received open-ended comments on the settlement from many different parties, including ANPA.

Then in May, he posed eight series of questions to all those original participants. Two of the series dealt with whether the diversity principle should apply to AT&T and whether the proposed restriction on the spun-off local telephone companies should remain. ANPA retained a consultant—Communications Studies and Planning International—to assist it in responding to those questions. Working weekends and many evenings, ANPA staff and counsel submitted more than 100 pages of material in response to several of Judge Greene's questions. It probably was the best single discussion of the diversity principle ever compiled in one place.

Greene scheduled oral arguments and allowed ANPA one hour to state its case. Dick Wiley argued ANPA's cause.

The judge took the documents and the oral arguments into account and issued his opinion Aug. 11. He rejected the claims of most other participants in the proceedings but accepted the ANPA contention that both the divested local operating companies *and* AT&T needed to be restricted in their involvement in electronic publishing over their own lines.

He made the bar on the local companies essentially permanent and set a seven-year prohibitive period for AT&T, at the end of which there will be a hearing to determine whether the prohibitions should be extended.

It has been an exciting cause fought in many different forums. Pursuit of the diversity principle must continue. ANPA and other publishers must stay alert to all judicial, congressional and regulatory developments, especially during the next seven years.

The framework now exists to allow electronic information diversity to grow. ☐

Attention turns to how lines will be drawn for new local telephone exchange areas

Even though "national AT&T" will not be allowed to provide electronic publishing over its own lines for at least the next seven years, newspaper publishers in some parts of the country still could face stiff competition from an AT&T information service.

A major factor is how local telephone exchange areas will be constructed under the court-approved divestiture, said ANPA Vice President/General Counsel W. Terry Maguire.

The 22 local telephone companies to be spun off from AT&T will be divided into seven regions. Within each region, a still-undetermined number of exchange areas will be created. It is in these areas where the potential for AT&T electronic information endeavors exists.

The larger the exchange area, Maguire explained, the more incentive AT&T may have to provide local information services, such as electronic Yellow Pages in a classified-ad format, over the local lines. The local operating companies may not provide such services under terms of the AT&T-Justice Department settlement signed into law Aug. 24 [presstime, Sept. 1982, p. 10]. Any other entrepreneur may provide them, however.

How local exchange boundaries will be drawn was to be spelled out in documents AT&T was expected to file in late September with the U.S. Justice Department. The break-up must be completed by early 1984, and Maguire said ANPA will monitor these developments closely and comment if necessary.

AT&T spokesman Pickard Wagner, when asked about the possibility of such AT&T involvement, reiterated the company's position that AT&T has no intention of becoming an electronic publisher.

"Our interest in this is transporting the information. That's what we do best," he said.

Among other ANPA activity in the telecommunications arena since the settlement, Telecommunications Strategy Group Chairman Robert G. Marbut issued a letter to Association members thanking them for their support of activities to see the diversity principle become law.

But he also stressed the need for continued effort. "No one should be misled that the issue has been permanently resolved," said the president and chief executive officer of Harte-Hanks Communications Inc.

"Starting a new term in January, Congress will renew its efforts to enact much-needed revisions to the 1934 Communications Act. Protection and promotion of the diversity principle will take renewed effort on the part of all of us," he said.

Telecommunications notes

ConTelVision, a wholly-owned subsidiary of Continental Telecom Inc., the nation's third largest independent telephone company, Sept 1 launched an experimental, telephone-based videotex service in 100 Manassas, Va., households.

Approximately 80 information providers, including two local newspapers, are involved in the first phase of the test, which will last until April 1 and focus on information retrieval. Transactional services will be added in a second phase.

• • •

CBS Inc. announced Sept. 13 it would pull the plug, within 90 days, on its advertiser-supported **cultural programming network for cable** television because advertising revenues were below expectations. CBS Cable reportedly lost more than $30 million since it began last October.

It has been described as the first major cable programming venture to fail, but CBS Cable spokesman Robert F. Blake disputes that characterization. "We don't consider it a failure," he says. "The problem was we didn't get the advertising support we anticipated because of the economy. . . ."

Blake points out the programming itself has been critically acclaimed, and subscriber levels are exceeding projections. CBS Cable is carried on 504 systems with five million subscribers." ☐

AP/CompuServe report: There's no threat—yet

By Margaret Genovese
presstime staff writer

The data and reports generated during the Associated Press's experiment with CompuServe indicate "there is no clear and present danger to the American newspaper industry from electronic delivery of information to the home—at least not in the present form of either electronic information or the newspaper industry."

However, this "should not bring us to lethargy. The dangers—or opportunities—are in the future."

These general findings were presented to the AP membership in a Sept. 30 report assessing the two-year experiment with the computer time-sharing and electronic information service.

They were contained in the overview section of the report, which also includes an executive summary by RMH Research Inc.—a subsidiary of Harte-Hanks Communications Inc.—detailed data, and anonymous comments from personnel of some of the 11 AP-member newspapers that participated in the telephone-based videotex experiment from July 1980 through June 1982 [presstime, June 1982, p. 17].

The overview was written by Lawrence G. Blasko, AP director of information technology and deputy director of communications.

Although he said "no strong conclusion" was reached, "if there is advice to be found in the AP/CompuServe experiment, even if it borders on conclusion, it is that continued participation is prudent."

Among the major findings contained in the executive summary were:

- "In its current form, CompuServe usage does not seem to affect traditional-newspaper readership." Radio usage also is unaffected by the use of a CompuServe-like service, but television viewing decreases.
- "Newspapers currently play a minor role as part of the CompuServe service, with an estimated 5 percent share of all usage of the data base."
- "The potential market for electronically delivered information to the home (EDIH) is substantial. . . ."
- The target market for EDIH services is characterized as young people, males, high-income households and consumers with "an above-average level of previous experience with computers."
- People buy an EDIH product to be better informed, because of its novelty value and because of "the perceived convenience of electronically delivered information." Major barriers to consumer acceptance are "the cost of an EDIH product" and "the ready availability of low-cost, familiar substitutes to serve the same needs as such a product would offer."
- "Consumer concern over the mandatory use of the telephone in accessing CompuServe represents a formidable obstacle to broader acceptance."
- "The market for EDIH services appears to be highly segmented in terms of the various features that are desired by consumer subgroups." "Electronic newspapers . . . are particularly interesting to younger consumers (18-44 years old)."
- "There appears to be a national market for electronically delivered information, at least currently. Considering also that national penetration of such services is minimal at this time, and therefore, individual market areas have only a 'handful' of current subscribers, the 'national' newspapers (whose features and appeal must readily transcend regional differences) may be the first to benefit from an electronic edition of their papers."
- "The users of EDIH services through CompuServe today are quite different from the average consumer." Nearly all are males, predominantly college graduates, likely to have computer involvement as part of their careers, in their 30s and living in high-income households.
- "The profile of EDIH users on CompuServe seems to be changing slowly. . . More recent subscribers are more likely to be female. . . . slightly younger, more likely to have children who use the service . . . slightly less upscale in terms of household income . . . (and) in occupations that are less technical. . . ."
- "There is strong preference among consumers for a flat monthly fee rather than an hourly charge for use of an EDIH service. This monthly charge is expected to be approximately $25."
- "It appears that 'dumb' terminals"—those without computer memory—"may not satisfy consumer needs for accessing an EDIH service."
- "The current CIS (CompuServe Information Service) product achieves only average ratings of its performance."
- "CompuServe subscribers access CIS less often than they originally expected."

Three of the 11 newspapers that participated in the AP experiment are continuing to offer their information electronically via Columbus, Ohio-based CompuServe. ☐

Telecommunications workshops open

Space is still available for two ANPA telecommunications workshops in November. They will be held in succession at Chicago's Marriott O'Hare Hotel.

The Nov. 3 **cable television workshop,** cosponsored by the Newspaper Advertising Bureau, will cover topics including cable television opportunities for newspapers; CATV's impact on newspapers; growth and status of the CATV industry; costs of starting and operating a newspaper-cable service; and legal and contractual issues.

The Nov. 4-5 **low-power television workshop** will cover topics including low-power television opportunities for newspapers; LPTV's impact on newspapers; history of the service and how it likely will develop; technical and engineering considerations; and legal and regulatory issues.

Fees for personnel of ANPA-member newspapers are $300 for the CATV workshop and $350 for the LPTV workshop, or $550 for both. Nonmember fees are $350, $400 and $650, respectively [presstime, July 1982, p. 27].

For more information, contact ANPA Manager/Training Services Stephen E. Palmedo at The Newspaper Center, Reston, Va.

John C. Woolley

As a videotex pioneer, he charts wilderness

By C. David Rambo
presstime staff writer

To people who know him well, it came as no surprise when John C. Woolley, once an up and coming young executive in the old-school newspaper business, enrolled in the new school of videotex technology.

Woolley has an affinity for delving into "what if" situations, says his old boss, Kurt Luedtke. "It doesn't bother John to walk around out there and not know what the rules are."

As the top editor for Knight-Ridder Newspapers Inc.'s Viewtron project, Woolley is happily charting a no-man's land dominated more or less by a single question: What kind of information will consumers want—and need—through this untested, practically uninvented, electronic communications system?

"We end up," he says, "doing an awful lot of asking ourselves the essence of editing—'How can this medium satisfy this need?'" Unlike newspapers, whose various components have been established over a long period of time, videotex is a puzzle whose pieces are only now taking shape.

"For me, it is still a great uncharted wilderness out there," Woolley says.

But he is farther along in the exploration than most. Viewtron's original "concept trial" was conducted from July 1980 to September 1981 in 200 Coral Gables, Fla., area households that received the telephone-line-based service for free.

Its offerings included news, advertising, weather reports, sports, reference materials, bill paying, ordering merchandise, a "bulletin board" service for posting messages to all Viewtron users, a private message service, games, educational programming, reviews and restaurant menus.

Since then the staff has been building the data base in preparation for a commercial service to start the middle of next year. Woolley, who is in charge of all content except advertising, says the service will have improved graphics thanks to new AT&T equipment. "It will be beyond Telidon style," he adds, referring to the Canadian technology that has been hailed for its outstanding on-screen appearance.

Woolley listens to seminar address on First Amendment rights.

The bespectacled, slightly graying Woolley wasn't always in line to become a futuristic editor.

In 1966, after earning an undergraduate degree in journalism at Ohio Wesleyan University and a law degree from the University of Michigan Law School, he was named assistant to the general manager of the Detroit Free Press. He soon proved he was "more than assistant-to" talent, says Luedtke, former executive editor of the Free Press and the writer of the screenplay, "Absence of Malice." Woolley was given a managerial position in data processing—a field in which he had little experience.

Luedtke recalls asking him, "What are you doing? You don't know anything about data processing." Woolley, he says, "just grinned and said, 'Isn't it great?'"

In 1970 Woolley was named personnel director at another Knight-Ridder property, the Charlotte (N.C.) Observer and News.

But Woolley says he felt he was missing something. "I was learning an awful lot about the process but not learning very much about what goes into newspapers," he says. That's when he decided he wanted to work in the newsroom—a pivotal point in his career.

In 1972 he returned to the Free Press and was named business editor; in 1977 he became assistant city editor; and in 1978 he left for the Miami corporate headquarters of Knight-Ridder to help plan the company's first venture into computer-based communications technology.

Associates say Woolley's legal, business and editorial background made him uniquely suited for the job. Beyond that, says Knight-Ridder President James K. Batten, Woolley is "a very creative guy. He's got very strong instincts about people in the real world and their appetites for information. . . . Reader sense is really what it boils down to."

Those are critical factors in designing this new service, Batten says.

As radically different as videotex is from traditional print, however, Woolley says there are some similarities. Just as readers don't use newspapers solely for its news, "I do not think that people will use this exclusively for news." People will buy it for multiple services. However, "My sense is that news is something you can't do without."

Woolley believes new communications technology offers newspapers a way of being as "current" as radio and television. Its greatest strength may lie in "speedy delivery of detail, particularly where it is a happening that is not particularly photographable" and for which networks will not pre-empt regular programming.

Like many other leaders in the field, Woolley believes new communications services "will catch on, on a mass scale." The rise in the numbers and use of personal computers will play a part.

Unlike many other observers, he thinks such services will be "a product of the '80s, not the 1990s."

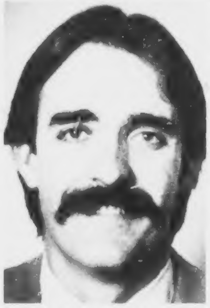
Woolley, who will be 40 years old Oct. 24, is married and has a daughter, 7, and son, 2. In his spare time he likes to sail and to work around the house.

Although he dabbles in computers at home, he's no computer freak. He says he gets enough of that at work. ☐

A libel case that should not have gone to jury

By Chris Peck

Rarely does an editor have the opportunity to pass along some good news concerning tussles between the courts and the press. Events in Spokane, Wash., allow me to do so.



Chris Peck

On Aug. 13, Spokane County Superior Court Judge Michael Donohue set aside a $219,493 libel verdict that had been returned against The Spokesman-Review in June. After reviewing the testimony at the libel trial and studying the law, Judge Donohue granted a judgment *non obstante verdicto* (not withstanding the verdict), and dismissed the case.

The judgment came after Donohue decided he had erred in allowing the case of *Benjamin v. Cowles Publishing Co.* to have gone to a jury in the first place. As a matter of law, Donohue said there were no grounds for libel in the case because "the column in question was a combination of substantially true statements of fact and a constitutionally protected expression of opinion."

Thank heavens there are judges brave enough to admit their mistakes.

The *Benjamin* case, however, serves as a stern reminder to news organizations on the issue of libel. Most newspaper editors think they understand the risk of libel. Yet I think editors tend to seek comfort behind spurious shields and assumptions.

We assume that when we are right we can prevail because the public understands what we do. We think judges are conversant in the laws of libel. We rest in the knowledge that the Constitution protects us if we tell the truth.

Benjamin demonstrated how thin these shields can be.

It revolved around a signed opinion column concerning Washington State's civil shoplifting law, a law that allows merchants to demand $100 from the parents of first-time juvenile shoplifters.

At the request of Spokane juvenile court officials in June 1980, The Spokesman-Review published a signed opinion column exploring various elements of this law—including the question of whether it is fair to exact $100 from the parents of minor shoplifters.

The column was constructed around a real-life incident passed along to the newspaper by the courts. A Cheney, Wash., shopkeeper had demanded—and received—$100 from the parents of a 13-year-old shoplifter who had pocketed two packs of bubble gum from his store. After the column was published, the owner of the Cheney Ben Franklin store filed his libel suit. He claimed his reputation had been ruined, his business ruined, and asked for approximately $750,000. So began a long, frustrating education in the realities of a modern-day libel suit.

For two years, The Spokesman-Review attempted to impress the plaintiff with what newspaper people would consider irrefutable reasons not to proceed with the case. Among them:

- The argument that discussion of the Washington civil shoplifting law was a matter of public interest.
- The fact that the column contained no defamatory falsehoods. All facts were accurate, all quotes in context.
- The plaintiff, though a private citizen, was contacted for his comments about the law and the incident in his store. He talked willingly and was quoted at length in the column about his reasons for using the law.
- The column was a signed opinion. As a result, it had some additional protection under the First Amendment.

With these points in mind, many editors might conclude a suit such as this might simply dry up and blow away. It didn't. Instead, the case went to trial in June before a six-man, six-woman jury. In court, the seemingly convincing newspaper arguments justifying publication of the column meant little.

The jury foreman later said testimony about the opinion-writing and the discussions of public service were concepts "the jury just didn't comprehend." Rather, the foreman said the jury was anxious to "punish" the press for its arrogance at making some small businessman feel bad.

The judge, meanwhile, was struggling to understand libel law. On three occasions, he had the opportunity to rule the *Benjamin* case without foundation. He hesitated because libel law was a mystery to him. Thankfully, the judge finally came to know the law.

The courts and the public already have knocked down some of those traditional shields newsmen love to raise. The public doesn't really like us, judges don't understand us, the constitutional protections we hold dear are under attack. As a result, the press ought to begin a new thought process for dealing with libel. I have a couple of suggestions of how we might begin.

First, we must stick together on First Amendment cases. Sure, there are some true cases of libel and error on our part. We should confess these. But there are many more cases today of press antagonists going to court with the hope of punishing a newspaper or growing rich off it. In instances where a newspaper was justified to publish what it did, we must step forward and defend our profession. That means going to court, filing briefs, editorializing on libel matters. If we don't do it, no one will.

Second, all editors need to stay current on the law of libel. The law is changing. It varies from state to state. Many issues crucial to the vigorous publication of newspapers are hazy and vague. Defining the law of libel must not be left strictly to judges and juries. If it is, the First Amendment will be rewritten one of these days. The press needs to know the current libel law, identify its weaknesses, speak of ways to improve the law.

Third, the press must begin a full-scale education process with readers. I'm convinced the public doesn't understand what we do or why we do it. If our business is communication, shouldn't we begin by communicating our business? By thinking of how we should explain ourselves to the public, perhaps we will begin to better define modern news coverage, too. Maybe there is something to their complaints that we are arrogant and focus only on the bad news.

Peck, managing editor of The Spokesman-Review, Spokane, Wash., was the author of the column that gave rise to the libel case he describes.

Latin organization, professor claim media ignore minorities

A national Hispanic organization and a journalism professor recently criticized newspapers' coverage of minorities.

The League of United Latin American Citizens announced Aug. 19 it was launching a national campaign to increase the visibility of Hispanics through the media and to combat what it called "defamation and 'benign neglect'" of the fast-growing minority.

The LULAC, which claims to be the oldest and largest Hispanic organization in the United States, said its national campaign would be aimed initially at three major newspapers (the Los Angeles Times, The New York Times and The Wall Street Journal), the three major television networks and Reader's Digest.

It based its criticism of the newspapers on surveys of the content of editorial pages sampled on a regular basis from January through mid or late July.

According to the surveys conducted by San Francisco-based public interest law firm Public Advocates Inc.:

- Of a total of 1,626 items (editorials, signed editorial page articles and letters to the editor) on the editorial pages of the Los Angeles Times, only 17 were about Hispanics and 17 were by Hispanics.
- Of 1,135 items on the editorial pages of The New York Times, three were about and two were by Hispanics.
- Of 662 items on the editorial pages of The Wall Street Journal, four were about and six were by Hispanics.

League President Tony Bonilla defended the decision to survey only the editorial pages. "The thinkers of America, the better educated citizens of America, the ones that help mold public opinion from what they read, would be more likely to read the editorial pages of the leading newspapers of America," he said. He also called the editorial page "a good barometer of what the newspaper is doing in covering Hispanic issues."

Bonilla, a Corpus Christi, Tex., attorney, has met with Jack Rosenthal, deputy editorial page editor of The New York Times, and is scheduled to meet later this month with officials of the Los Angeles Times.

"The thing we want to say to them is that we have 20 million Hispanics in America, and we deserve better," Bonilla said. "We deserve more extensive coverage in order to eliminate some of the negative attitudes that are presently prevalent in our society."

The organization's plans call for surveying the editorial pages of The Washington Post and compiling information on employment of Hispanics by the Post and the three newspapers already surveyed.

At about the same time the Hispanics' group made headlines with its study, Luther P. Jackson, Jr., professor of journalism at Columbia University, charged that because of the tight economy, metropolitan daily newspapers are increasingly unwilling to cover racial or ethnic groups and neighborhoods or other subjects they think their more affluent readers might not be interested in.

Jackson spoke on a panel at the seventh annual convention of the National Association of Black Journalists Aug. 19-22 in Detroit.

In a subsequent interview with presstime, Jackson criticized unspecified metro papers for what he called their "bottom line mentality."

Newspapers, he said, "are different from automobile makers, and they are different from fast food restaurants; profit isn't everything for newspapers."

Informing residents of what is going on in neighborhoods is a "vital function" of newspapers, he said. ☐

Minneapolis daily consults with union in hiring of editor

A union representing news and editorial employees of the Minneapolis Star and Tribune is being consulted about the selection of a new editor.

President and Publisher Donald R. Dwight wrote the newsroom that he would welcome suggestions on filling the job being vacated in December when Editor Charles W. Bailey becomes senior Washington correspondent.

Dwight sent a copy of the memo to the Twin Cities Newspaper Guild with a note saying he would be glad to hear from the union and its Worker Participation Committee. The paper and the union established the committee in 1972, and it has met at least once a month since. Discussions are consultative and restricted to subjects not covered by the labor agreement.

Dwight said that while the union is participating in the selection process, it cannot share in the final employment decision.

The union responded to Dwight's invitation by proposing that a small committee of Guild members be involved in interviewing applicants. Dwight said that while he would not "close the door" on the idea, there is an issue of confidentiality that must be considered.

The Minneapolis paper is believed to be the only U.S. daily that makes it a policy to consult union-represented newsroom employees during the selection process for top editors. ☐

Vietnamese editor found slain in Houston

A Vietnamese journalist who fled Saigon in 1975 and began a Vietnamese language newspaper last year was found shot to death outside his Houston home.

Nguyen Dam Phong wrote most of Tu' Do, laid it out and arranged for printing and distribution to stores serving the Vietnamese community in the Houston area.

Phong covered the underside of Vietnamese-American society. In one of his last issues, he wrote that people were raising money in behalf of a Vietnamese general who had been arrested by communists when he returned to Southeast Asia in an attempt to liberate his country. Phong charged the people had no authority to raise money in the general's name.

When Phong began the newspaper it had a press run of about 5,000, and at the time of the late August slaying, the biweekly's circulation was estimated at between 7,000 and 10,000.

Another Vietnamese journalist was shot to death in San Francisco in July 1981. Police are investigating the killing of Lam Trong Duong, editor of a newsletter. ☐

Computer plays numbers game; gives full report of editorial mix

A computer program developed at the Mesa (Ariz.) Tribune is being used to analyze the performance of the news department and to provide an exact description of the editorial mix of the paper.

Some editors viewed the experiment as a kind of industry heresy at first, but now they are enthusiastic about what the numbers are telling them about their newspaper. And decisions already are being made based on the first three months of operation of the program.

Here is some of the information now generated by the program:

- Editorial cost of producing a page of local copy
- Average editorial cost per page
- Average editorial cost per photo
- Volume of production by each writer
- Number of photos by each photographer
- Number and length of national and international stories, local stories, state stories
- Number of bylines in each section of the paper by day.

It is also possible to get average story length, although that hasn't been done yet.

The program was developed by Executive Editor Max Jennings and Diane Davison, financial planning coordinator and assistant controller.

Jennings wanted a system to help him evaluate precisely the editorial mix. Davison wanted to see if she could utilize the newspaper's existing Qantel computer system to analyze editorial performance.

According to the two Tribune executives, the program she devised is working better than either of them thought possible.

For measuring "length" of stories, the pair came up with a "square pica" system. Because the paper is laid out modularly, it is relatively simple to measure the length and width of each story to get the number of square picas.

That became the first task each day. Davison's staff counted the number of stories in the paper and separated them into the major categories of local, national and international, and sub-categories such as AP, UPI and Cox Newspapers wire copy.

As a refinement, each section of the newspaper was broken down to determine the mix of wire, canned copy and locally-generated stories.

Photo production was gauged by counting the number of local and wire photos in different sections. Editors are deciding if they want to measure photographs to determine the average size from month to month of wire and local photographs.

Davison, who did the initial analysis, found that she could categorize a 50-page newspaper in about 15 minutes.

She records the data daily and at the end of the month totals the number of stories of a particular type and consolidates all other data.

The three-month editorial analysis has particularly impressed Tribune Publisher Charles A. Wahlheim. When Jennings and Davison first showed it to him, Jennings quipped, "I'm not sure I want you to see this. I won't be able to 'B.S.' you any more about what kind of job we are doing."

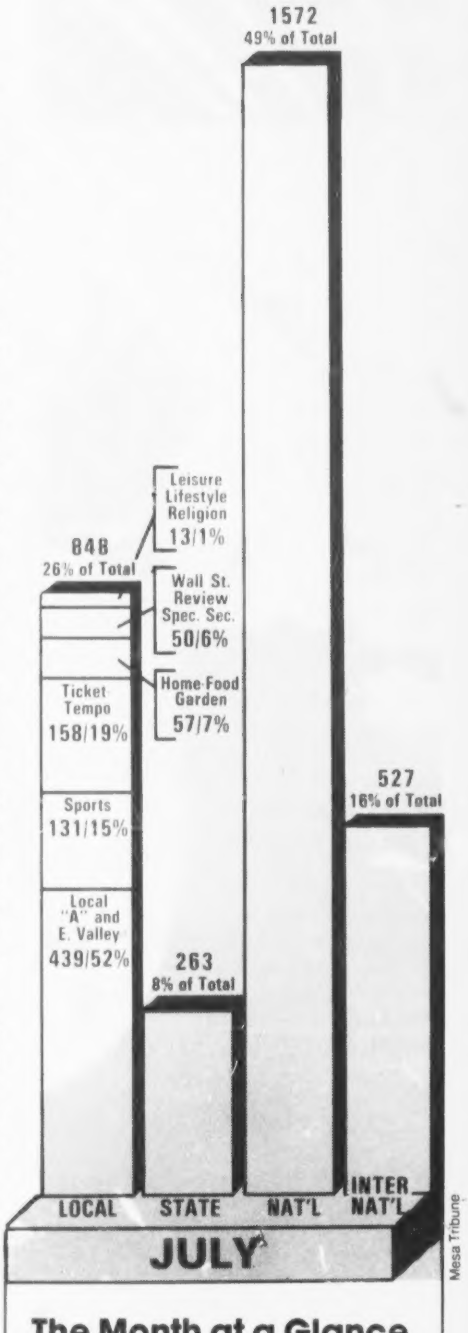
Although the numbers obviously can't address such things as quality, they can confirm—or refute—certain editors' assumptions.

Jennings, for example, assumed that the Tribune's editorial mix was approximately one-third local. That turned out to be the case. But he was surprised to learn that local news production dropped more than 20 percent from one month to the next, although the page count and advertising mix were almost exactly the same.

Each month Jennings and Davison discard some of the categories and add new ones. One example is a statistic developed on the number of wire stories combined. Jennings felt the desk was not aggressive enough in combining the wires to make more complete stories.

When the number of combined stories was analyzed on a day-by-day basis over a two-month period, it showed two days of the week trailing the rest. That happened on the days when the desk was being run by an assistant editor. Without the analysis, it would have been hard to detect the problem or explain what was causing it, Jennings notes.

"The time is past when data analysis is kept out of the newsroom," he adds. □



The Month at a Glance
Mesa Tribune
Editorial Mix

Mesa Tribune

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Prison press issues subject of court battles in 2 states

The question of whether prison inmates have the right to publish uncensored newspapers is an issue that has flared in California and New Mexico.

Seven prison newspapers in California—including the 52-year-old San Quentin Daily—survived a threatened closure in August after protests by prisoners' rights groups, the American Civil Liberties Union and some state legislators.

The state Department of Corrections said the newspapers would be closed as a money-saving measure. But Peter Goodman, a San Francisco attorney who has worked with the ACLU and prisoners' rights groups, said he and others believe the threatened closings stemmed from "running battles" prison newspaper staff members have had with prison authorities.

A case now before the California Supreme Court challenges a warden's right to censor articles. The suit was filed by inmates at Soledad Prison after two newspaper articles were censored. Two lower courts have ruled that the articles in question did not threaten prison security and should not have been prohibited.

At two other California prisons, attorneys have filed periodic requests for injunctions to prevent prison authorities from interfering with the publication of other newspapers.

In New Mexico, the editor of the Santa Fe Prison News is still awaiting a trial date for a lawsuit she filed in 1981. Editor Reba Sanchez has requested an injunction against actions—including censorship—by the state penitentiary's officials that she said interfere with prisoners' First Amendment right to publish information. ☐

First Amendment report

A First Amendment Congress special report, "First Amendment Values in a Changing Information System," is now available without charge from ANPA Foundation at The Newspaper Center, Reston, Va. The report, an eight-page synopsis of last spring's seminar of the same name [presstime, June 1982, p. 18], was written by Edwin M. Yoder Jr., columnist with the Washington Post Writers Group. ☐

Researchers investigate use, dominance of metro papers

How residents of different communities use local media and media from metropolitan centers depends on how dominant the metropolitan center is in other aspects of everyday life.

That is one of the key findings of ANPA News Research Report No. 36, "Metropolitan Dominance and Media Use."

For the report, more than 1,100 residents in eight communities in and around Minneapolis and St. Paul, Minn.—and two some distance from the metropolitan area—were surveyed by telephone in 1978 to learn what their patterns of media use were.

The researchers were exploring whether changing community structures lead to development of a new "media mix," dominated by electronic and specialized print media such as suburban dailies, with metropolitan dailies playing a secondary role.

Not surprisingly, the researchers found that in nonmetropolitan communities with a high degree of self-sufficiency for occupations and services, readership of a local daily or weekly was higher than in suburbs with heavy dependence on the metropolitan center for jobs.

But metropolitan newspapers were found to play an important role throughout the region.

More than 85 percent of those surveyed in central cities and suburbs read at least one of the four metropolitan dailies. Even in St. Cloud, 65 miles from the city, 46 percent read one of the Minneapolis dailies.

The study found no consistent relationship between daily and weekly reading in the suburbs. In one area, residents showed high readership of both the daily and a weekly; in others, daily readership was strong and weekly readership weak.

The study also examined which media are used as sources for local and non-local news.

Researchers found no significant correlations between community self-sufficiency and the choice of television, newspaper or radio for local news. In six of the 10 communities, including Minneapolis, television and radio combined had audiences at least as large as the metro dailies for local news.

For non-local news, the researchers found a strong relationship between community identification and media use. In communities with higher levels of local employment and community domination, there was greater mention of television as the source of non-local news.

But education also was found to have an impact on media use for non-local news. As the educational level of a community goes up, the report said, use of newspapers for non-local news increases, and the use of television decreases.

The only area where local weekly reading surpassed daily newspaper reading was in rural Stearns County. In the suburbs, reading a weekly and reading a daily appeared to be independent activities, and there was no evidence that weeklies necessarily competed with dailies there.

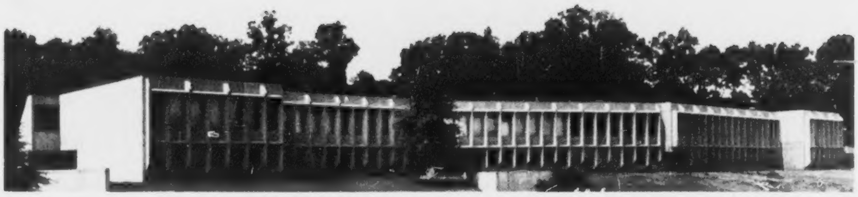
In general, the researchers found more diversity in media use in suburban areas than in metropolitan centers, where use of metropolitan media for news is strongest.

The authors concluded that as suburbs continue to grow and change, the use of metropolitan media by suburban readers also will change. The media, meanwhile, must evolve in response to those changes if they are to survive, they added.

"Metropolitan Dominance and Media Use" was researched and written by three professors from the University of Minnesota: Clarice N. Olien, rural sociology; George A. Donohue, sociology; and Phillip J. Tichenor, journalism and mass communications. It was partially funded by the ANPA News Research Center at Syracuse University.

Report No. 36 also carries a summary of "What is News? Who Decides? And How?"—the so-called Burgoon study [presstime, June 1982, p. 26].

Copies have been mailed to ANPA-member newspapers. Single copies are available from the ANPA Public Affairs Department at The Newspaper Center in Reston, Va. ☐



All but two of API's sessions will be held at the Institute's Reston, Va., headquarters.

API to hold 35 seminars in 1983

Improving newspaper content and improving reporting skills will be the subjects of new seminars offered by the American Press Institute next year.

The content seminar will be aimed at editors, managing editors, city editors, assistant editors, publishers and other key executives. The reporting seminar will be for experienced reporters—both general assignment and specialized.

Each of the two new types of seminars will be offered twice.

With those four offerings, API will conduct 35 seminars during 1983—the most in its 34-year history [presstime, June 1982, p. 27]. All but two sessions will take place at API headquarters in Reston, Va.

The schedule is:

- **Editing the Weekly Newspaper**, Jan. 9-14
- **Improving Newspaper Content** (for newspapers under 75,000 circulation), Jan. 9-14
- **Marketing the Daily Newspaper**, Jan. 16-21
- **Executive Editors and Managing Editors** (for newspapers under 50,000 circulation), Jan. 16-26
- **Management of the Community Weekly**, Jan. 23-28
- **City Editors** (for newspapers over 75,000 circulation), Jan. 30-Feb. 9
- **Circulation Managers**, Feb. 13-23
- **Advertising Executives of Weekly Newspapers**, Feb. 27-March 4
- **Publishers** (for newspapers under 50,000 circulation), Feb. 27-March 4
- **Newspaper Personnel Management**, March 6-11
- **Improving Reporting Skills**, March 13-18
- **Management and Costs** (for newspapers over 75,000 circulation), March 20-30
- **Newspapers, Telecommunications and Cable TV**, March 27-April 1
- **Editorial Page Editors and Writers**, April 10-20
- **Advertising Executives** (for newspapers over 75,000 circulation), April 17-22
- **Developing Management Skills**, April 24-29
- **Newspaper Systems and Data Processing**, May 1-6
- **Sports Editors**, May 8-18
- **National Advertising Managers** (for newspapers over 75,000 circulation), May 22-27
- **Management and Costs** (for newspapers under 75,000 circulation), June 5-15
- **Executive Editors and Managing Editors** (for newspapers over 50,000 circulation), June 19-29
- **Newspaper Design**, June 19-24 at Stanford University, Palo Alto, Calif.
- **Promoting the Daily Newspaper**, July 10-15
- **Picture Editors and Chief Photographers**, Sept. 11-16
- **Advertising Executives** (for newspapers under 75,000 circulation), Sept. 18-28
- **Improving Newspaper Content** (for newspapers over 75,000 circulation), Sept. 25-30
- **Business and Economic Coverage**, Oct. 2-7
- **Journalism Educators**, Oct. 9-14
- **Circulation Managers**, Oct. 9-19
- **Classified Advertising Managers**, Oct. 23-Nov. 2
- **News Editors and Copy Desk Chiefs**, Oct. 30-Nov. 9
- **Lifestyle Section Editors**, Nov. 6-16
- **Newspapers, Telecommunications and Cable TV**, Nov. 27-Dec. 2
- **Improving Reporting Skills**, Nov. 27-Dec. 2 at a Western location
- **City Editors** (for newspapers under 75,000 circulation), Dec. 4-14.

To participate in an API seminar, an applicant must be nominated by a newspaper's principal executive. Tuition is $625 for a nine-day seminar and $475 for a one-week session. This does not cover the cost of meals or accommodations, available at special rates from a Reston hotel one block from API.

For more information, contact API, 11690 Sunrise Valley Drive, Reston, Va. 22091. □

ANPA cosponsors two workshops for supervisors

ANPA will cosponsor two Supervisory Development Workshops in November, one with the New Jersey Press Association and the other with the Pennsylvania Newspaper Publishers Association.

They will be the first seminars staged jointly by ANPA and state associations, according to Stephen E. Palmedo, ANPA manager/training services. Palmedo also noted that the seminars will focus for the first time on training lower-level supervisory personnel.

The New Jersey workshop will be Nov. 7-9 at the Cherry Hill Inn; the Pennsylvania workshop will be Nov. 14-16 at the PNPA Press Center in Harrisburg.

The program is the same for both workshops, which will be led by Giles E. Padel, director of training for Harte-Hanks Communications Inc.

Sessions will cover: making the move up to supervisory management; management principles and techniques for the supervisor; developing skills for effective communication; decision-making and problem-solving; the indoctrination process; time management; delegating authority; and motivation.

Registration is $100, including reception and a luncheon. For more information, contact Palmedo at The Newspaper Center, Reston, Va. □

Readers say daily newspapers satisfy mix of needs, desires

One reader declared a preference for news in newspapers because "we are Christians who personally feel Christ will return soon, and we see world events falling into place for his return."

Another preferred editorial content other than hard news because "I can actually participate in many of those things. . . ."

These and other findings on the changing role of the newspaper in individual readers' lives are explored in an extensive, new report by the Newspaper Advertising Bureau for the Newspaper Readership Project.

"The Newspaper in Readers' Minds: An Analysis of Readers' Content Perceptions" is based on in-depth interviews with 330 adults who read a newspaper at least twice a month and who were drawn from four metropolitan areas.

Although the results cannot be projected nationally, they reflect "the varied types of readers and the range of attitudes and perceptions that can be expected to be encountered in readership surveys done on a local or national basis," explained author Albert E. Gollin, NAB vice president and associate director of research.

The study delved into three basic factors: readers' concepts and use of the newspaper; how readers define and classify content; and individual ways of thinking about daily newspapers.

Among its conclusions were:

- A majority of readers identified news and information as their main reason for reading newspapers, but a sizeable minority identified a complex range of other reasons, including advertisements and features.
- A majority also saw the newspaper as relevant to five areas of their everyday lives: as consumers, leisure-time devotees, voters, family members and workers. Those who preferred news derived a wider range of gratifications from newspaper reading than non-news-oriented readers.
- Readers' definitions of news were similar to definitions used by journalists. However, many readers did not uniformly recognize clear distinctions in categories, such as local and non-local and breaking or non-breaking. By their definitions, local news, for example, could involve a topic that was viewed as affecting a reader's life.
- Local daily newspapers were ranked seventh of nine institutions in their power to affect the well-being of people. However, they tied for first—with local banks and financial institutions—in feelings of confidence in the people who run them. This is despite the fact that nearly half of those surveyed believe editorial opinions color news coverage.
- "In identifying the sources they used to stay informed about specific problems, readers gave newspapers and TV a dominant position," the study showed.

When asked which one source was most important, newspapers led virtually across the board. However, the readers who prefer news to other content in newspapers also rely on them much more than other media, while readers who read newspapers for other reasons prefer TV as a news source.

The report concludes: "Newspapers hold an edge over other media as sources of information on major issues, and are also adjudged more valuable in helping people cope with daily obligations and routines. But not in all cases or for all groups of people: for certain types of news stories or daily roles, TV emerges as an alternative even among these better-than-average newspaper readers and despite the print-oriented interview context."

Gollin said that similar studies will be necessary in the future to chart the continuing evolution of newspapers and their readers.

Copies of the 165-page report are available for $7 each from the Newspaper Advertising Bureau, 485 Lexington Ave., New York, N.Y. 10017.

Research report describes how to use readers-per-copy estimates for audience

The increasing use of readers-per-copy estimates in computing newspaper audiences is explained in a recent Newspaper Advertising Bureau Research Note.

"The Uses of Readers-Per-Copy Estimates" includes tables with demographic breakdowns for the age, education, income and employment of daily and Sunday readers.

Charles C. Lehman, NAB vice president and manager of survey research, noted, "Today's estimates are routinely carried out to three decimals and are computed for a large number of demographic segments." He attributed the detailed numbers to the fact that advertisers and ad agencies need very fine breakdowns for computer simulations.

"The idea that the daily newspaper has .436 readers per copy between the ages of 25 and 34 is a bit mind-boggling, but demand has created the statistic," he said.

Readers-per-copy estimates are based on the total number of people reading an average issue in a given market—obtained from readership surveys—divided by that newspaper's circulation in that market.

Also according to the study:

- Newspapers generally have fewer readers per copy than magazines because newspapers are published more frequently and because their penetration in any area is generally higher than a magazine's. Thus, a newspaper is less likely to be passed along to someone outside a household than a magazine.
- Nationally, readers-per-copy estimates are a bit lower than projections based on total circulation might suggest because the RPC estimates must take into account those who read more than one daily newspaper. Surveys over the past 20 years have consistently estimated the average number of readers per copy of U.S. daily newspapers at between 2 and 2.2.

Lehman said that although each newspaper market is unique, the overall readers-per-copy estimate reflects the U.S. average household size. Newspapers lacking a current readership survey may be able to use the national figures to estimate the number of readers in various demographic segments, he said.

Research Notes are available for 50 cents per copy from NAB, 485 Lexington Ave., New York, N.Y. 10017.

Teenage daily readership level varies with income, education

The percentage of teenagers who read daily newspapers is slightly less than the percentage of adults who do, according to a recent study conducted by the Newspaper Advertising Bureau for the Newspaper Readership Project.

The study showed that the level of daily readership increases with age, from 52 percent of those aged 12-14 to 68 percent of those 18-19.

61.4 million
Newspapers give you more of what you want to know

New promotional ads are being distributed to publishers as part of the Newspaper Readership Project. The campaign, created by the Newspaper Advertising Bureau, dramatizes the importance of the newspaper in everyday life.

It also increases with the level of education and, to a lesser degree, with the level of income.

Males and females show no difference in Sunday readership, but weekday readership is higher for boys (65 percent) than girls (59 percent).

Overall adult readership averages 70 percent daily.

Teenage readership parallels adult readership in some respects. Average weekday readership is lower in nonmetropolitan areas than in central cities or suburbs, for example. The report noted that this is due largely to the availability of a newspaper in the home.

Readership also is higher among employed teens than those without jobs.

The study also showed that readers in their early teens tend to focus exclusively on comics and sports, while older teenagers broaden their interest to include movie ads and reviews, help-wanted ads, and general news.

The findings are reported in "Teenage Newspaper Readership," a five-page Research Note prepared by Charles C. Lehman, NAB vice president and manager of survey research. The analysis is based on a 1981 survey by the Simmons Market Research Bureau Inc.

Research Notes are available for 50 cents per copy from NAB, 485 Lexington Ave., New York, N.Y. 10017. ☐

Use of newspaper listings beats TV Guide

Twice as many adults refer to their newspaper's TV section as read an issue of TV Guide magazine, the Newspaper Advertising Bureau recently reported.

The bureau found that 70 percent of all daily newspapers carry television listings on weekdays and that 90 percent do so on Sundays. Many also carry reviews of television programs.

NAB's analysis of survey data showed that more than half of all adults read weekday or Sunday newspaper television sections, while 25 percent read an issue of TV Guide. The preference for newspapers over TV Guide increased markedly with age and with education.

The use of newspaper TV sections also was found to be higher among those who have more than one television set. Of those who read TV Guide, two-thirds also read a daily newspaper.

The analysis was prepared by NAB Researcher John Kelley and based on data reported by the Simmons Market Research Bureau Inc. and by Richard Brehl and Associates.

It was published in a Research Note, copies of which are available for 50 cents each from NAB, 485 Lexington Ave., New York, N.Y. 10017. ☐

Foundation offers new slide show, two study guides

A slide show and two camera-ready supplements are the newest offerings from ANPA Foundation.

"The Total Newspaper Slide Show," offered jointly with the International Newspaper Promotion Association, emphasizes that the successful newspaper is created through teamwork and cooperation.

Developed by Paul Hirt of the Chicago Sun-Times for journalism students and beginning newspaper staff members, the slide show seeks to break down barriers that may exist between the editorial, advertising and circulation departments. Also included in the 25-minute presentation are a pre-recorded cassette, script and some background information about the development of the show. Cost is $45.

The Current Economy:
A Beginning Look

"The Current Economy: A Beginning Look" is an eight-page, camera-ready supplement designed to help high school students understand what the economy is doing—and why.

Offered in an 11-by-16-inch tabloid format, it can be used as an in-paper feature or as a separate NIE curriculum guide. It covers the impact of government economic plans, credit and monetary policies, unemployment and the upcoming November elections.

Because of the timeliness of "The Current Economy," telephone orders are encouraged. Cost is $20.

The First Amendment Unit, also a camera-ready tabloid, is a case study based on an actual freedom-of-the-press case that occurred in Alabama in 1966. Geared to high school seniors, the 16-page supplement looks at press freedom and the other First Amendment freedoms of religion, speech, assembly and petition. Cost is $25.

The materials are available from the Foundation at The Newspaper Center, Reston, Va.; (703) 620-9500, ext. 276. ☐

Gimmicks: Are games worth the cost?

By Elise Burroughs
presstime staff writer

They'll go for your name, your birthday, your Social Security number or your license plate. They'll brazenly offer everything from money, cars and trips to coffee mugs, bus tokens and movie tickets. Want to meet your favorite rock star? Find buried treasure? Get a free color portrait of your family? Quick, check out what your local newspaper is offering this week as an inducement to buy it.

Virtually every newspaper in the country has at one time or another included a contest, game, price reduction or other gimmick in its arsenal of promotion weapons.

And some promotion and circulation executives say there has been a resurgence of their use in recent years.

For one thing, in our troubled economy the prospect of winning something—especially money—has renewed appeal, explains Howard Hay, circulation director of the Chicago Tribune (all-day, circulation 770,798), where a Zingo-Bingo contest has been running since January.

For another, newspapers have been resorting to circulation gimmicks in an effort to improve household penetration.

But circulation and promotion experts say that more than a century of experience has taught that while numbers may swell for the duration of a contest, no gimmick alone can build circulation over the long run.

Perhaps because of this, those who tout such contests offer a variety of secondary reasons for their use:

- Maintaining circulation during a price increase
- Entertainment—offering some excitement to loyal readers. "People want to have a little fun," says Hay.
- Keeping sales up during summer months
- Increasing readership of a particular section, such as food or sports
- Selling more newspapers on Mondays and Tuesdays, when sales are normally sluggish
- Introducing a new feature or column
- Getting the attention of teenagers
- Helping advertisers achieve results with their promotions.

The San Antonio (Texas) Light, (evening, 122,319) for example, recently offered chances to win a trip to Spain to people who visited a new house featured in its month-long Fiesta of Homes promotion.

Such games, contests and similar promotions have a long and colorful history in the newspaper business.

They were born about a century ago in England, where one publisher offered readers free insurance against railway accidents. Another sponsored a treasure hunt that sent masses of people out to dig up the countryside. Innumerable games and gimmicks have flourished and died since then.

Current approaches. Today's newspapers can create promotions of their own or buy them already packaged from several vendors.

Syndicated contests such as The Name Game, The Birthday Game and Scrambl'r™, can be purchased with detailed instructions that minimize staff time.

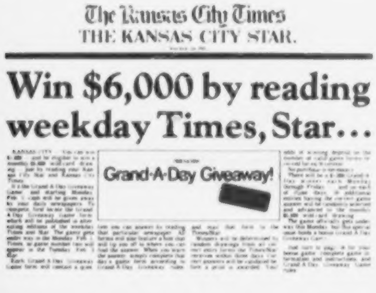
The Name Game, for example, has been used by more than 100 daily newspapers in 14 countries, according to its creator, Ken Hecht. It can be purchased for as little as $9,000 for a minimum 12-week series.

The contest uses a familiar bingo grid card that is filled out with the letters in the player's name. The newspaper publishes three to six letters each day. Each time a letter contained in the reader's name appears, one box may be crossed out. When a "bingo" line of crossed-out letters is achieved, the card is returned to the newspaper. Each card is then eligible for a weekly or biweekly drawing for prizes.

According to Hecht, readers like the game because it is simple, because each entry is unique and because the newspaper can't manipulate the results. Hecht adds that newspapers find it easy to use; prizes can be as modest or lavish as the newspaper chooses.

Richard A. King, promotion director for The Express (evening, 47,610) of Easton, Pa., says his newspaper has used The Name Game to get through home-delivery price increases with minimal circulation loss.

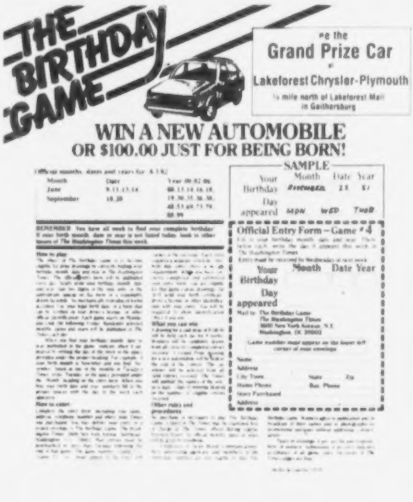
"The contest is set up in such a way that you almost have to get it every day to play," he notes. But although his newspaper was happy with the contest results, King says, "It's rather difficult to account for the reasons why people do or do not



The Kansas City Times
THE KANSAS CITY STAR.

Win $6,000 by reading weekday Times, Star...

Grand-A-Day Giveaway!



THE BIRTHDAY GAME

Grand Prize Car
Lakeforest Chrysler-Plymouth
½ mile north of Lakeforest Mall in Gaithersburg

WIN A NEW AUTOMOBILE OR $100.00 JUST FOR BEING BORN!

SAMPLE

	Month	Date	Year
Your Birthday			
Day appeared	MON	WED	THUR

Official Entry Form — Game #4

	Month	Date	Year
Your Birthday			
Day appeared			

Name
Address
City Town / State / Zip
Home Phone / Bus. Phone
Store Purchased
Address

Fame Game

© 1982 • Albert C Nichol

stop the paper in the face of an increase."

More recently, the newspaper has put together its own variation of a football contest that allows readers to predict the results of 12 weekly games. Winners receive $50 worth of gift certificates at a total cost to the newspaper of about $1,500. King says the contest was designed to be an advertising promotion with a reader-interest angle and has been well-received.

Zingo success. The best-known—and probably most expensive—contests in recent years have been the Zingo-Wingo battles in New York City.

The Daily News (morning, 1,540,218), which has used a bingo-type contest on and off since November 1980, introduced its current Zingo promotion Sept. 6, 1981, less than two weeks after the death of its unsuccessful Tonight edition.

The New York Post (all-day, 904,476) followed a week later with a similar game, named Wingo. To kick off its contest, the Post blanketed households within 50 miles of the city with 6,126,426 entry cards.

The Daily News, which has introduced periodic variations in the game, has been giving away $50,000 per week, for a grand total of more than $3 million awarded to 12,000 winners through August of this year.

According to the March 31, 1982, Audit Bureau of Circulations figures, both newspapers have registered circulation gains since the contests began. Despite the demise of Tonight, the Daily News' circulation was up by 58,662 over March 1981. The Post gained 172,318 during the same period.

But Daily News Promotion Manager John R. Parker declines to attribute circulation jumps totally to Zingo. The News circulation department has increased and improved its efforts, too, he points out.

Some circulation and promotion executives, who did not wish to be identified, question whether the gains were worth the cost of the contest. They maintain that money spent on expensive prizes could be better spent knocking on doors, targeting likely subscribers or improving the editorial product.

Parker says that although it appears expensive, Zingo is a regular part of his newspaper's budget. The gains in circulation revenue, he notes, help offset the cost of the prize money, and he says advertisers find the added numbers significant.

Taking issue with that is Harold F. Gaar Jr., marketing and promotion manager for The Dallas Morning News (morning, 308,649), who interviewed a number of newspaper executives recently for an International Newspaper Promotion Association presentation on circulation contests.

According to his analysis of the money spent, the New York Daily News would have had to generate 200,000 new orders—and the New York Post 500,000—to reach a cost-effectiveness level of $10 per order. "If you view a contest primarily as a device to build circulation," he told an INPA conference, "then in some cases, the cost is very high."

Gaar concluded that a key factor in the use—and usefulness—of contests is the proportion of single-copy sales. Without the regularity of home delivery, Gaar said, newspapers must rely on other techniques to get readers into the newspaper every day.

Parker agrees, noting that 80 percent of Daily News circulation is through single-copy sales.

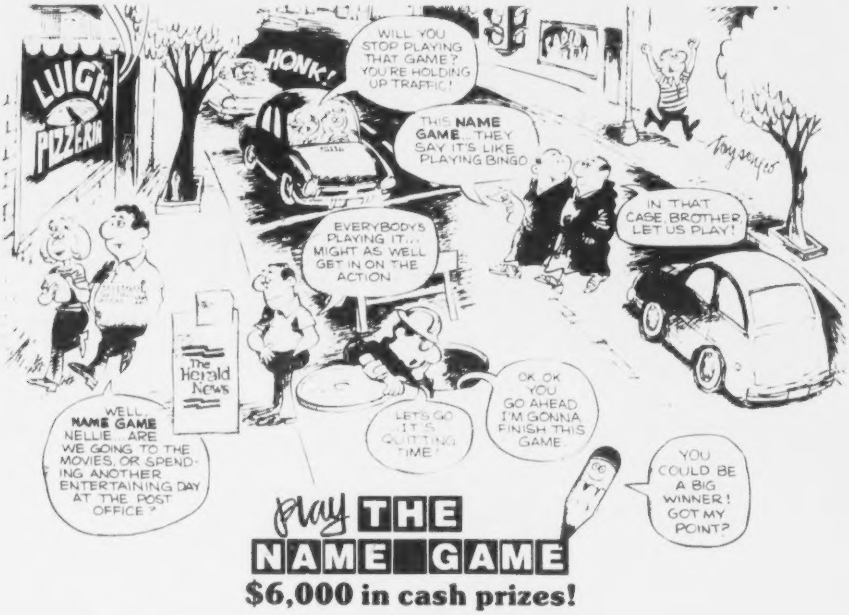
Opinions differ. But most North American newspapers these days rely more on home delivery than single-copy sales, and there is a feeling among many that other alternatives are better circulation-builders than games and contests.

Donald B. Towles, vice president and director of public affairs of The Courier-Journal (morning, 182,843) and The Louisville (Ky.) Times (evening, 143,121), says that although gimmick promotions may be useful in some cities, he is anti-contest in his market.

"I just don't think they pay out," says Towles, immediate past president of INPA.

Most circulation and promotion executives acknowledge that any game or contest has a limited lifespan, usually of about 13 weeks, after which enthusiasm begins to wane.

"Circulation will take a healthy jump as long as a contest lasts, but when the con-


LUIGI'S PIZZERIA
HONK!
WILL YOU STOP PLAYING THAT GAME? YOU'RE HOLDING UP TRAFFIC!
THIS NAME GAME... THEY SAY IT'S LIKE PLAYING BINGO.
IN THAT CASE, BROTHER LET US PLAY!
EVERYBODY'S PLAYING IT... MIGHT AS WELL GET IN ON THE ACTION
The Herald News
WELL, NAME GAME NELLIE... ARE WE GOING TO THE MOVIES, OR SPENDING ANOTHER ENTERTAINING DAY AT THE POST OFFICE?
LET'S GO IT'S QUITTING TIME!
OK OK YOU GO AHEAD I'M GONNA FINISH THIS GAME
YOU COULD BE A BIG WINNER! GOT MY POINT?
Play THE NAME GAME
$6,000 in cash prizes!

WIN

two tickets on American Airlines.

You can win two round-trip coach tickets from Dallas/Fort Worth to Mexico, Hawaii, the Caribbean, Canada or any of 70 other destinations in the KRLD-Dallas Morning News Sports Trivia Contest.

test stops, see what happens," Towles says. He believes any promotion aimed at winning readers should emphasize taking the newspaper "because it is important to you" rather than focusing on a gimmick.

The Louisville newspapers once studied the retention rate of new subscribers who were lured by an offer of two weeks' free delivery, compared with subscribers who signed up without such an inducement. Not surprisingly, the papers found a "faintly higher" retention rate among those who subscribed without any freebies.

"The people who took the newspaper for eight straight weeks felt they were getting something for their money," Towles says. "A lot of people will buy something with a gimmick attached and after a trial period, give up."

The question of effectiveness plagues even newspapers that run contests on a fairly regular basis.

Jack Squire, director of promotion and public relations for Newsday (evening, 513,728) of Long Island, N.Y., says his paper has used several contests—including The Name Game—to help maintain circulation during price increases. The game typically generates 60,000-80,000 weekly entries and has helped keep losses at 2 to 3 percent during price hikes.

But once Newsday increased the price of its Sunday newspaper without running a contest. The result: no perceptible loss in circulation.

Such findings may prove only that newspaper readers became accustomed to regular price increases during the inflation-ridden 1970s, but Squire says they leave him with some doubts about the effectiveness of circulation-boosting gimmicks.

Lately, Newsday has focused on less general promotions, such as offering introductory subscriptions at reduced prices to homes in certain areas. But "under the right circumstances," Squire says, his paper probably will continue to use contests.

Content best sales tool. Both contest supporters and contest critics agree that it is the content of a newspaper, day in and day out, that determines whether new readers will continue to buy.

"If the product is not there to back it up, you still have to offer readers something that will keep them coming back after the contest is over," explained Dallas' Gaar.

Los Angeles Herald Examiner Promotion Manager Albert Nichol peruses mail from players of Fame Game.

But the relationship between the editorial department and those running contests is often an uneasy one. On the one hand, promotion managers stress that a successful contest depends on a coordinated, interdepartmental effort—often including editorial support publicizing winners and announcing new twists.

On the other hand, many reporters and editors balk at such involvement.

In a recent issue of The Gannetteer, the Gannett Co. Inc. house organ, a managing editor criticized some newspapers for running circulation contests in news space. Larry Beaupre of the Times-Union in Rochester, N.Y., said such promotions "cheapened" news columns.

Albert Nichol, promotion manager for the Los Angeles Herald Examiner (morning, 285,656), says his newspaper's games and contests have helped register the first circulation increases in years, yet editors refuse to allow news space to be used to feature contest winners. "Editorial seems to live in an ivory tower," Nichol observes. "They don't want to be sullied."

But other executives note newspapers must compete with a wide array of other media, including radio and television. The excitement and sense of participation generated by contests helps keep newspapers in the battle for consumers' attention, they say.

"I don't want to suggest that contests are ineffective, because they can be and are successful in many markets," says Gaar. He believes newspapers should carefully define what objectives a game or contest is trying to achieve so its effectiveness may be measured. "They are probably most valuable for reader retention and building traffic in targeted sections of your newspaper; and for their public relations value and advertising exposure."

New approach. One newspaper recently decided to capitalize on the excitement of a contest to encourage readers to actually read the entire editorial product.

Jack Hines, promotion director of The Kansas City (Mo.) Star (evening, 240,529) and The Kansas City Times (morning, 287,441), spent two weekends writing a 150-page operations manual, with day-by-day assignments for personnel in every newspaper department, in preparation for the newspapers' "Grand-A-Day-Giveaway Game" earlier this year.

The game was designed to lead readers into every section of the newspaper. The method: each weekday, readers were asked a question whose answer could be found only in the news or feature columns of one section of the newspaper. Readers then filled out entry forms with the number of the game and the correct answer and mailed them to a special post office box. Each day, a thousand-dollar winner was drawn from correct entries, and 10 other entries were entered in a monthly $5,000 wild-card drawing.

The game, which cost the newspaper a total of about $100,000, not only avoided circulation losses during a price increase, but also helped the papers register a 1-percent gain, according to Hines.

The Kansas City giveaway game generated so many inquiries from other papers that, Hines says, his organization is thinking about syndicating the game plan.

He adds that in hard times such as these a newspaper cannot afford to ignore any possibility to promote itself and offer readers something extra. But like other circulation and promotion colleagues, he says the bottom line is not whose gimmick is best. To win permanent readers, he says, "You have to have a good product." ☐

Audit firms grow in free-paper boom

As newspapers climb on the total-market-coverage bandwagon to serenade advertisers, a related newspaper-business field also is tooting its horn.

Two firms that audit free-distribution newspaper circulation are seeing surges in growth, and one has responded to increased advertiser interest with two innovations.

Verified Audit Circulation recently decided to conduct audits yearly, as does the competing Certified Audit of Circulations (as well as the Audit Bureau of Circulations, which audits paid-circulation publications). Previously, VAC had conducted audits every other year.

The firm also will distinguish between reports of door-to-door delivery and rack distribution by printing separate reports for publications with more than 40-percent rack distribution. VAC, a profit-making firm incorporated in 1965 and based in Marina del Ray, Calif., annually audits 160 to 200 newspapers—most of them unpaid—and about 60 magazines.

Certified Audit of Circulations, a nonprofit, membership organization based in Leonia, N.J., has been auditing free-distribution newspapers since 1956. It has 800 members with total circulation of about 19 million per week. Its reports cover copies delivered by mail or carrier and bulk copies delivered to apartments, condominiums and other multiple-household buildings. CAC does not audit "off-premises" bulk distribution through racks in stores etc.

Clarence G. (Clip) Klopp, founder and acting managing director of CAC, said that as economic conditions have worsened, audited circulation has become increasingly important to those making advertising buys.

"Circulation auditors do well in difficult conditions," he noted. □

Don't forget!

NEWSPAPER
CARRIER DAY
OCTOBER 16

Newsprint shipments unaffected by rail engineers' brief strike

Newsprint shipments were largely unaffected by the four-day nationwide rail strike in late September, according to ANPA's Newsprint/Traffic Department.

"ANPA is not aware of any newsprint-supply disruptions to member newspapers because of the strike," said Joseph F. Prendergast Jr., manager/newsprint and traffic. He noted that stocks are plentiful at this time. (See story, p. 55).

The strike ended Sept. 22 when President Reagan signed legislation imposing a settlement and ordering the Brotherhood of Locomotive Engineers back to work.

Under the swiftly passed law, the BLE must accept an emergency panel's recommendation that the union sign a strike moratorium agreement while it continues to negotiate with rail carriers over certain pay differential rules. The union has sought perpetuation of its 15-to-20-percent differential over other rail workers.

In a related development earlier in September, a tentative agreement was reached between the railroads and the United Transportation Union. The new pact, retroactive to April 1, 1981, will expire in June 1984.

Terms of the agreement followed closely the recommendations of a presidential emergency board that the union accept wage and cost-of-living protections previously agreed to by 11 other rail unions [presstime, Sept. 1982, p. 39]. □

Transportation notes

(Compiled by the ANPA Newsprint/Traffic Department, this column features information about transportation developments that may affect newspapers' shipments of newsprint and equipment.)

The Interstate Commerce Commission Sept. 13 approved the **merger of the Union Pacific, Missouri Pacific and Western Pacific railroads,** creating the nation's third largest rail system, with 22,000 miles of track in 21 states [presstime, Jan. 1981, p. 33].

The ICC's written opinion will be released by Oct. 20, and the merger would become effective 30 days thereafter if the parties agree to the conditions.

The merger plan calls for the Union Pacific Corp., the Union Pacific Railroad's holding company, to form a unit called Pacific Rail System Inc. PacRail will keep the three railroads as separate corporate entities but operate them as a single rail system.

Opposing the merger are the Southern Pacific Transportation Co. and the Denver, Rio Grande Western Railroad Co., which asked federal appeals courts to block it.

• • •

Canadian Pacific Ltd. has taken the ICC to court over the agency's approval of Guilford Transportation Industries' proposed purchase of the **Delaware and Hudson Railway Co.** [presstime, Sept. 1982, p. 39].

• • •

United Parcel Sevice started a **next-day air service** Sept. 20. Called "UPS Next Day Air," it is available in 24 major metropolitan areas.

A UPS executive said that the new service could bring savings of up to 50 percent when compared to rates of competing services. Pickup and delivery will be performed by UPS truck drivers.

UPS will continue to offer its cheaper "Blue Label Air" air service.

• • •

A 5-percent **tax on air-freight waybills** went into effect Sept. 1. The tax—reimposed after a two-year hiatus—was part of the major tax bill passed by Congress in August [presstime, Sept. 1982, p. 15].

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Intrastate **deregulation of the trucking and bus industries** in Arizona became effective at mid-year. Minimum insurance requirements and safety regulations are the only controls remaining in effect there.

Arizona followed the lead of Florida where deregulation was implemented two years earlier [presstime, May 1981, p. 17]. □

Energy planning now S.O.P. at papers

By Tom Walker
presstime technical writer

Fears of fuel shortages have ebbed. Taking their place is a resignation that high energy costs are here to stay. But newspaper executives also realize that consumption can be reduced and costs lowered with some usually inexpensive and often common-sense approaches to conservation.

Newspapers as recently as three years ago were grappling with increasing energy costs and shrinking supplies—so much so that the first issue of presstime (October 1979) devoted its cover story to "Energy: Newspapers cope with the crunch."

They began converting delivery trucks to fuels other than gasoline; they installed computer-operated energy-management systems; they tapped solar, wind and geothermal energy.

The struggle continues—sometimes successfully, sometimes not—but now newspapers consider it standard operating procedure to find ways to reduce energy consumption and demand.

Two national advertisements featuring newspaper companies illustrate two philosophies of approaching energy conservation—the everyday and the more exotic.

The everyday approach was that of the Daily Oklahoman and Times of Oklahoma City, which purchased 40 economical diesel trucks for their delivery fleet. The truck manufacturer, Volkswagen, is spotlighting the Oklahoma City fleet in current full-page print advertisements and television spots.

The more exotic approach was that of the St. Petersburg (Fla.) Times and Evening Independent, which installed a wind turbine atop their Clearwater, Fla., plant. The experiment failed.

As the company confessed in a trade magazine ad, the turbine produced 2,200 kilowatt hours of usable electricity in 1981—a savings of $162. The device cost $130,000. At that rate, it would pay for itself in 802 years, five months.

"From the outset, the modern-day windmill was planned as an experiment," the ad reads. "As a result, engineers have collected valuable data on what makes the windmill run—and what doesn't."

But failure such as that in Clearwater has not taken the steam out of newspapers' drive for energy conservation. "They are interested in reducing energy consumption because costs are soaring and will continue to soar," says Joseph Sobeck, whose very title at the Tribune Co. of Chicago reflects publishers' growing awareness of the importance of energy planning in everyday operations.

Sobeck is "energy manager," and he says energy will continue to be a significant cost factor at newspapers, "particularly with natural gas deregulation on the horizon."

The newspaper business is getting help from equipment manufacturers. Many are designing new products with energy efficiency as a major objective, according to William D. Rinehart, ANPA vice president/technical. Goss, M.A.N.-Roland and Tokyo Kikai Seisakusho Ltd. have designed new presses with this in mind, he says.

Also, "All users of the ANPA anilox retrofit inking system [presstime, July 1982, p. 10] claim that this has cut electricity demands and consumption," Rinehart notes.

Newspapers have been "extremely fortunate" over the past few years because they have switched to new production methods that as a byproduct offer increased energy efficiency, he says.

For example, using stereotype lead plates required heating and cooling of the lead, and Linotype typesetters required a great deal of energy. But with offset printing, thin photopolymer plates and newer and more efficient typesetters, energy demand at newspapers is diminished.

But perhaps the easiest way to reduce energy costs is using your head, particularly in the case of smaller newspapers which have less money to spend on energy management systems, alternate fuel conversions and the like. "The best energy management system for a smaller newspaper is people. Energy management systems are good, but they are no substitute for common sense," Rinehart says.

In other words, it is folly for a newspaper to invest in all kinds of energy-saving devices if the people who work there don't do their part by conserving.

Common approaches. Many papers hold employee training programs to build energy awareness. At the Tribune Co., such a program was developed "to help people recognize what opportunities are available" for cost savings, says Sobeck.

The same is true at the St. Petersburg

One uncommon approach to conservation is Troy Daily News' "solarium."

dailies where "we encourage people to think about how to save in all departments," says Assistant Operations Manager John L. Irvin. For the past two years, he reports, "we have used fewer kilowatts and produced more newspapers on a daily basis."

The newspapers share energy between the main plant and a sister facility about 900 feet away. The main plant supplies high-pressure air from its compressors through a pipeline to the sister facility to power its refrigeration units. Heat generated by the auxiliary plant's refrigeration units is converted to hot water, then is passed by another pipeline back to the main plant.

At the Los Angeles Times, several methods of energy conservation are in use. Air-conditioning blowers are on a computer-controlled timer that turns them on and off at prescribed times. Some light bulbs were removed and individual switches were installed so employees can turn off the lights when not needed.

But the biggest energy-saver at the Times, according to Joseph V. Malcor, assistant production engineering manager, is co-generation equipment. Natural gas is used as a fuel for a steam boiler. The steam drives a turbine-generator combination to provide electricity. Steam that remains after the turbine is powered is cycled through an absorption refrigeration unit that supplies chilled water for the plant's air-conditioning units.

Malcor says this allows the Times to turn off electric chillers that were used in the air-conditioning process before the co-generation equipment was installed. Most of the Times' electricity is produced by its own generation equipment, with back-up power provided by the local utility.

Another California newspaper company, the Union-Tribune Co. of San Diego, recently installed co-generation equipment. Officials say that if the system works as expected, it will pay for itself in two to five years.

Alternate fuels. The Los Angeles Times and many other newspapers also have switched to alternate fuels.

The Pittsburgh Press switched its 196-truck delivery fleet to propane in 1979 and has been using the fuel with good results, according to Kenneth F. Schmid, transportation manager.

Even though propane burns only 85 percent as efficiently as gasoline, Schmid says the newspaper expects to save some $250,000 this year over what it would have cost to purchase gasoline because propane costs about half as much.

THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES

Once again, Volkswagen delivers.

Nothing else is a Volkswagen.

Print ad shows economical newspaper fleet.

Schmid notes that the conversion process "is simple for the mechanically inclined" and costs about $1,000 per truck.

At the Ft. Lauderdale (Fla.) News and Sun-Sentinel, Purchasing Manager Stephan S. Grant says the 22-truck fleet was converted to compressed natural gas in 1973 and has had good results: "Natural gas is cleaner (than gasoline) and the wear seems to be about half as much." He says the newspapers had some motor oil analyzed from a two-year-old truck that had been driven about 50,000 miles. According to the analysis, the oil was contaminated to the degree normally found in a one-year-old, gasoline-powered truck with about 25,000 miles on it.

Because conversion kits are reused when new vehicles are purchased, Grant says the papers are saving money. "The system has paid for itself over and over again."

Most of the papers converting to propane-fueled trucks were persuaded to do so by rising gasoline costs and periodic gas shortages. But the Times' decision to use propane was not an economic decision "as much as an air-quality control decision," Malcor says.

Exotic approaches. Some other newspapers' experiments with conservation methods are much more unusual.

The Troy (Ohio) Daily News, for example, constructed a plant heated and cooled entirely with solar energy. With no heating and cooling energy to purchase, the newspaper has experienced "great savings," according to Production Director Gary L. Niswonger.

The building, called a "thermal envelope," has outside and inside walls with air space between them. The sun helps heat the air in the solarium—the area between the two walls—in the winter and is circulated around the solarium, keeping the inner building at a fairly constant temperature, Niswonger says.

In the summer, the hot air escapes through exhaust vents in the roof, while cool air is drawn around the solarium and through tubes buried in the ground. The ground temperature remains at about 55 degrees year-round. The 55-degree air cools warmer air in the summer and warms cooler air in the winter.

The jury is still out on the success of a man-made geothermal pool at the Delphos (Ohio) Daily Herald [presstime, July 1981, p. 62], says Production Director Phillip J. Markward.

When construction began on a new building about a year ago, the newspaper installed a 181,000-gallon holding tank beneath the building. The idea was for heat to be drawn from the air during the summer and stored in water in the holding tank, then recirculated during the winter to warm the building.

"We are expecting great cost-savings," Markward says, "but we want to wait awhile before we say one way or the other." The water-return system "hasn't been working too well," he says.

But at The Pagosa Springs (Colo.) Sun, a natural geothermal spring continues to supply all the heat the weekly needs for its building during the winter.

About three years ago the newspaper tapped into the well, which has a natural artesian pressure. Pipes are run from the well to the building with valves placed at the wellhead that can be opened to allow the 132-degree water to circulate through the building, says Publisher David C. Mitchell. The building is heated by radiation from the hot pipes.

The valves are equipped with thermostats that open and close automatically, de-

Potomac News is using an earthen berm for insulation. Ground cover fights erosion.

pending on the temperature inside the building.

"We don't pay a thing for heating in the winter," Mitchell says, noting that the only expense for the system is having the valves examined before they are turned on for the winter and off for the summer.

And in Woodbridge, Va., the Potomac News moved into a new plant about three years ago and decided to add an earthen berm to act as insulation.

The berm—which is earth piled about eight feet high and from 10 to 20 feet wide around the building—was expected to help keep temperatures in the 55-degree range.

Publisher Paul A. Muse says because there are no comparable structures in the area, it is difficult to determine if the berm is successful in reducing energy costs, but "We feel that it is accomplishing what we wanted it to."

He notes that the newspaper has installed central air conditioning and heating equipment on the roof of the building, which is controlled by a microprocessor-driven energy management system. He says a 15- to 20-percent reduction in electricity cost is expected. ☐

ANPA Board decides to move Layout-80 to private enterprise

Layout-80™, the computer system designed by the ANPA Research Institute that permits a newspaper to dummy ads quickly and efficiently [presstime, April 1982, p. 44], is being made available for licensing by private enterprise.

The ANPA Board of Directors made that decision at its Sept. 15 meeting in Washington, D.C., upon the recommendation of the Association's Research and Production Committee.

ANPA Director and Committee Chairman John B. Lake said "sufficient in-the-field testing has demonstrated that Layout-80 is ready to graduate from the laboratory."

Layout-80 has been installed by ANPA/RI specialists at 30 newspapers in 17 states, with 21 of those installations coming during the past year. "There is strong indication that installations—and demand for development of specialized, even individualized, modifications—will increase substantially in the coming year," said Lake, publisher and executive vice president of the Times Publishing Co. in St. Petersburg, Fla.

He noted that it has been ANPA policy to conduct research and to collaborate with outside suppliers in developing new equipment and materials for newspapers.

"The policy has been followed in recognition that ANPA is not a supplier, marketer or maintenance organization—lacking both financial and staff resources to undertake such roles," he said.

If possible, the Layout-80 system will be licensed to a number of companies. Single-source licensing would be an alternative, if necessary, Lake reported. ☐

Firms donate to ANPA facility

Several firms that market newspaper supplies and equipment have made recent donations to ANPA. Some of the equipment has been delivered to the existing Research Institute in Easton, Pa., and some will be sent to the new Reston, Va., research facility next year.

"We are very appreciative," said ANPA Chairman and President William C. Marcil, "of the support these firms are providing for ANPA's efforts to enhance and modernize the Association's physical facilities. This cooperative effort will help assure that newspapering remains a sound and progressive business."

In addition to the Uniman double-width offset press being provided by M.A.N.-Roland Co. and a Hell electronic color scanner donated by HCM Graphic Systems Inc. [presstime, May 1982, p. 46], other companies making donations include:

- George Hall Co. will donate the rigging and installation of the Uniman press. The company also will donate mailroom conveyors, a counter stacker, check weigher and bundle pacer.
- The Graphic Systems Division of Rockwell International Corp., which manufactures Goss presses, has agreed to donate $500,000 over three years to update scientific equipment for the ANPA laboratory. Paper-testing and ink-testing equipment will be modernized.
- Nolan-Jampol has donated a complete newsprint-handling system, including eight feet of cast iron track, a fixed-top dolly and a turntable for newsprint rolls.
- NAPP Systems Inc. has donated a NAPPrinter Exposure Unit—a desktop, cold-light exposure unit for plates and contact paper in sizes up to 20 inches by 24 inches; and a NP-20 plate processor, with semi-automatic feed.
- New England Newspaper Supply Co. has donated 21 rollers for ANPA/RI's Goss Urbanite press, which will be among the equipment moved to Reston.
- Merganthaler-Linotype Co. has donated a Linotron 202 phototypesetter that can set type at speeds up to 400 lines per minute with sizes from 4.5 points to 72 points. The type can be set on either paper or film. Up to 20 feet of paper or film can be exposed before processing.
- Taft Equipment Supply Co. and Tokyo Kikai Seisakusho Ltd. have agreed to provide a van or small bus for transportation of trainees at ANPA training seminars.

Research lab's new home near high-tech firms

When ANPA's now-under-construction research facility in Reston, Va., opens its doors next year [presstime, March 1982, p. 58], it will join many other firms dealing with new technologies that have opened in and around that Northern Virginia community.

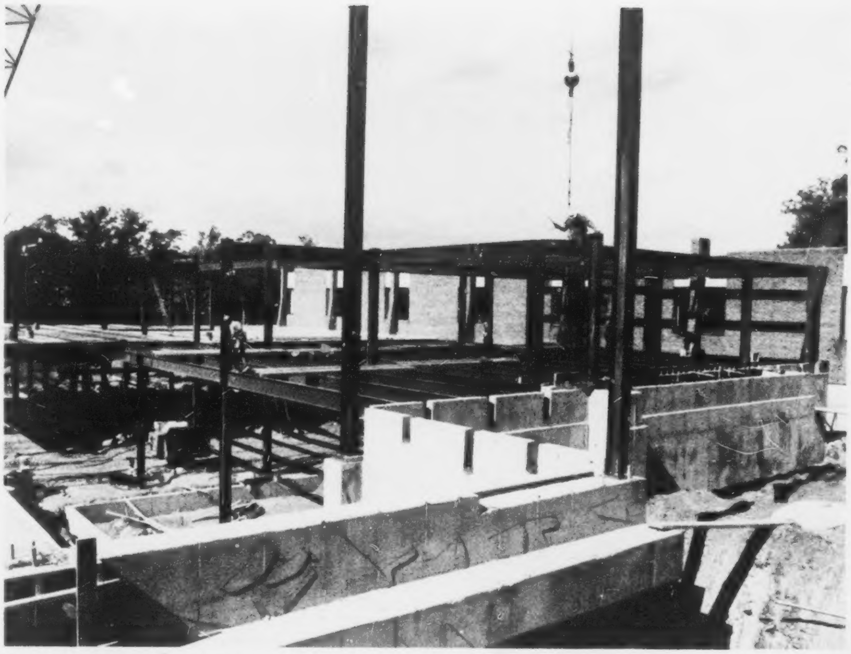
Twenty years ago the area was mainly farmland, but Reston today has a 35,000-plus population and is attracting so many "high-tech" companies it is approaching "Silicon Valley" proportions.

According to the "new town's" developer, Reston Land Corp., Reston has about 53 such firms employing about 2,400 workers with more on the way. For example, GTE Business Communications Systems Inc., a new division of the giant corporation, will establish its headquarters in Reston next year.

Opening for business in Reston earlier this year were:

- *Advanced Technology*—offers research and development, program management, systems management, engineering, design, personnel training and computer software and systems for both government and industry.
- *ComSearch*—provides technical analysis for cable-TV firms and telecommunications companies.
- *NUSAC Inc.*—offers technical services in the field of nuclear safeguards and physical security and materials control.
- *ConTel Information Systems*—performs telecommunications research.

Some of the firms that had located in Reston earlier include Tandem Computers Inc., which provides research and technical services for its processing systems; Software AG, a software firm with research, technical and consulting services; Sperry Systems Management, which offers systems engineering, simulation systems, logistic support and engineering design; C3 Inc., which assembles and markets minicomputers; CH2M Hill, the nation's second largest engineering firm; and Automata Inc., which manufactures printed circuit boards.



Steel girders go into place on ANPA's new research facility in Reston, Va.

Advanced Technology, ComSearch, Tandem Computers, Software AG and Sperry share Sunrise Valley Drive addresses with the new ANPA research facility.

Why do these high-tech firms want to open offices in Reston? According to J. Hunter Richardson, marketing director at the RLC, "The real draw is an excellent labor force of skilled workers."

These skilled employees are attracted to the area by the federal government and all the research and development it pays for. According to the Fairfax County Economic Development Authority, some 400,000 professional/technical workers reside in the area.

Also, there are eight local universities that provide high-tech training, and universities in Pennsylvania, Maryland, Virginia and North Carolina provide a pool of potential employees.

Proximity to Washington, D.C., 20 miles away, and its lucrative government contracts, particularly in defense and health fields, also is a draw, Richardson says. And more telecommunications firms are expected to locate in the area because of its nearness to the Federal Communications Commission, he adds.

Smaller high-tech firms have followed the big names to Reston "because they know that the big firms have done market analyses and research, and if it's good enough for the big names, it's good enough for smaller companies," Richardson says.

Tax-free, low-interest-rate industrial revenue bonds are available to firms wishing to build in the area, he notes, but no other tax incentives are provided.

Most of the other suburbs ringing Washington, D.C., also have benefited from high-tech firms moving in, including some communities near Reston.

For example, AT&T Long Lines has established its Eastern regional headquarters in Oakton, Va. The firm is responsible for interstate and international communications networks.

Satellite Business Systems in McLean, Va., provides research and technical services for common carrier telecommunications providers.

And LogEscan of Springfield, Va., provides research and technical manufacturing of laser platemaking systems.

ANPA was one of the first national associations to move to Reston—coming from New York 10 years ago—and now there are 54 such organizations in the town. And at 55,000 square feet, the new $6-million research facility will more than double the 33,000 square feet in the headquarters building. □

Tech panels to focus on print quality

The ANPA technical committees will concentrate their efforts over the next few years on helping member newspapers to improve production quality, the committees decided during a series of meetings in Easton, Pa., Sept. 8-10.

John B. Lake, publisher and executive vice president of the Times Publishing Co. of St. Petersburg, Fla., set the tone for the committees' work when he told members, "There is dissatisfaction with the appearance of our products."

As chairman of ANPA's umbrella technical panel, the Research and Production Committee, the ANPA director said the committees need to identify production problems and to find solutions for improving quality.

To accomplish this goal, the committees discussed ways of researching new systems and processes, disseminating information and training newspaper personnel.

The committees' recommendations to the ANPA Board of Directors included:

Computer Applications

- That the ANPA Research Institute's Computer Department carry on its basic research into projects that may be developed in the distant future, while continuing to develop deliverable systems in the short term.
- That Layout-80™, the interactive ad-dummying system developed by computer specialists at the Institute, be transferred to the private sector (see story, p. 42).

Also discussed were the teletext classified-ad retrieval system, ReQueSt-DB and the associated Convert-DB software [presstime, April 1982, p. 42]. Attempts to form a pioneer group of newspapers to provide the $250,000 necessary to fund development of these projects were unsuccessful. Alternatives for funding by one newspaper, by a group of 25 newspapers or by going outside the newspaper business to another industry were discussed. No recommendations were made.

Distribution

- That the work of the Distribution Systems and Productivity Task Force be concentrated on accurate counting of papers in the mailroom.

Chairman Lake (standing) sets committees' goals while ANPA officials look on. Seated from left are William D. Rinehart, vice president/technical; George Cashau, ANPA/RI coordinator of operations; and Jerry W. Friedheim, executive vice president.

Printing

- That a data base of scientific information concerning all aspects of printing—including raw materials and how they react with certain chemicals, newsprint, ink, rollers, blankets, etc.—be obtained. The hope is to have the information placed in a computer as a technical library by 1986.

Training and Information

- That the Technical Training, Consulting and Reports Task Force explore creation of a new seminar for offset training that will focus on obtaining good qualitv printing, particularly through the camera and platemaking processes.
- That a new offset manual, the first ANPA manual on how to print by offset, be prepared by the task force.

In an attempt to exchange information among member newspapers, the task force will be asking newspaper personnel to submit articles to presstime on how they solved various production problems.

Production

- That attempts be made to ascertain how robots can be used at newspapers.

The committees also discussed initial plans for the 1983 ANPA Operations Management Conference and Exposition (formerly Production Management Conference), which will be June 11-15 in Las Vegas, Nev. Tentative plans call for workshops on people power; motivation, utilization training; energy and space management; distribution strategies; newsprint tracking; and telecommunications.

Other proposed topics include marriage mail, newspaper robotics, computer-to-plate systems, press conversions, color scanners and electronic libraries.

A "future" session will include voice recognition, electronic cameras and lasers. ☐

ANPA/RI now can test for VDT radiation

With the purchase of new equipment to measure both ionizing and nonionizing radiation, the ANPA Research Institute now has the capability to test fully all VDTs at newspapers.

"While every known test indicates there is no radiation problem with VDTs, the psychological impact of numerous trade publication articles mentioning radiation from VDTs led the Environmental Committee to recommend that a testing service be provided at a modest charge for member newspapers," ANPA/RI Coordinator of Operations George Cashau said.

The new equipment is the Victoreen 440 RF/C meter, the Narda 8619 meter, and Narda 8635 and 8644 probes.

Cashau said the Committee also is considering the purchase of equipment to measure radiation in specific infrared and ultraviolet portions of the spectrum.

The Institute has been testing glare and illumination of VDTs and their work areas.

For more information on the testing service, contact Bernadette Pogozelski at the Institute in Easton, Pa. ☐

End of an era: Big-city stereo is gone

By Tom Walker
presstime technical writer

It's over; the end of an era.

When the Chicago Tribune closed out its Sept. 18 edition, the days of stereotype plates for large U.S. daily newspapers went with it. And Wayne Perry, the Tribune's vice president operations said, "It's like the stick shift on a car—it's gone."

Newspaper stereotyping dates from pre-Civil War days. With the exception of a few improvements, it remained virtually the same over the years.

And it's hard to find anyone sad to see it go. There is some nostalgia, but for the most part newspaper people who have worked with the hard, hot, heavy and energy-inefficient process feel little remorse at its passing.

"It was too long in coming," said William A. Dyer, president of the Indianapolis Star and News, referring to stereotype's passing. Despite feeling slightly nostalgic, Dyer said that in fact, "Stereotyping was cumbersome and a process that really didn't contribute to good printing, which modern plates do." Dyer, who is well-known in production circles, worked with stereotype from 1945 until about six years ago.

John Sacchia, national production manager for Hearst Newspapers and chairman of the ANPA Research and Development Committee, echoed Dyer's comments. "I'm not sorry to see them (stereotype plates) go. They did their job, and they served their purpose. We get better results now with 10 percent of the effort. We knew stereotyping was imperfect, but it was a cheap way of getting the paper out."

Similarly, Bertram Burke, who retired as production manager in 1973 from the San Diego Union and Tribune remarked, "Stereotyping was very imperfect and very frustrating at times. We were long overdue for a change." He said stereotype plates "long outlived their usefulness."

Why then did it take some 120 years to phase them out of daily newspaper use in the United States? "Simply because nothing better that could do the job as cheaply came along" until fairly recently, Sacchia explained.

"It took a long time because of the high investment that newspapers had in stereotyping," Burke observed. "It was a sort of inertia." He also said newspapers were reluctant to move to soft plates and offset presses because "it took a great deal of courage to jump from a known process to one in which you had no experience."

A history. Although stereotyping had been used in America for book printing since 1810, it wasn't until Charles Craske began experimenting in 1854 with curved plates for a rotary press designed by Robert A. Hoe that newspapers got in the act.

Prior to the use of the plates, newspapers had to print from the original type form, meaning they could use only one press. Stereotyping allowed the newspapers to make duplicate plates to be put on multiple presses. This led to the development of broad-circulation newspapers.

Karen Engstrom, Chicago Tribune

Chicago Tribune stereotyper Patrick J. Bologna monitors Autoplate on last run.

He's not stereotypical

If a Chicago Trib pressman gets a yearning sometime to see a stereotype plate running on a press, he should trot on down to Nogales, Ariz. The Herald, a 3,345-circulation evening daily there, is still using them. And Publisher Alvin L. Sisk said he has no plans to go modern.

"They work fine," he told presstime. "Why should I go into debt?"

On Aug. 31, 1861, the New York Tribune began printing with the curved plates and opened the door to the process that dominated newspaper production for a century.

The typesetting process was revolutionized 25 years later when the Linotype machine was invented.

Then, in 1900, the New York Herald became the first user of a machine that cast, shaved, trimmed and finished a curved metal plate in four minutes—compared to about an hour for the previous manual process.

The Standard Autoplate had hit the scene. Users of the machine developed by Henry A. Wise Wood soon reported savings of $500 to $700 a week, faster press start-ups and later news deadlines. The Autoplate cut the number of people needed to produce stereotype plates in half and dominated the business from 1900 to about 1970.

Although there were improvements to hot-metal machinery, there were no revolutionary developments in stereotyping after the development of the Autoplate.

William D. Rinehart, ANPA vice president/technical, noted that "the demise of stereotyping began in 1960 when the newspaper business began to go offset." It was further made obsolete by development of the plastic plate by ANPA and W. R. Grace Co. "Offset and plastic plates allowed newspapers to make use of high-speed photocomposition and other electronic technology," he said. ☐

Slide-tape hearing program available

An audio-visual training program to educate newspaper employees in noise issues and to help motivate them to use hearing protection devices has been developed by the ANPA Environmental Committee in cooperation with ITS Corp.

Available to ANPA-member newspapers, this program meets the mandatory employee-educational requirements outlined in the amended Occupational Safety and Health Administration noise standard.

The "Sound Advice" program is designed specifically for newspaper employees, and shows newspaper personnel in work-place environments.

The 20-minute program, which seeks to present all aspects of hearing conservation in an objective manner, without creating unnecessary employee alarm, explains:

- The ear and how it functions
- The nature of sound and sound waves
- Various factors—such as medication, disease and nonindustrial noise—that can reduce hearing effectiveness
- Types of noise at a newspaper, such as in the pressroom, reelroom, etc.
- Methods for measuring noise levels at a newspaper plant
- The need for employees to follow any controls—such as wearing hearing protection devices—established by newspaper management,
- The purposes and benefits of annual audiometric testing
- The proper use, fit, and care of hearing protection devices.

"Sound Advice" is designed for viewing by large groups or individual workers and is available in slide form or in VHS, Umatic or Betamax videotape versions. A "Leader's Guide" pamphlet, also provided, suggests procedures for presenting the program to employees and aids in meeting OSHA's record-keeping requirements.

ANPA recommends that the program be supplemented by about 10 minutes of management remarks plus time for employee questions.

Several newspapers and newspaper companies have purchased and implemented the program, including The New York Times; Chicago Sun-Times; Gannett Co. Inc., The Pittsburgh Press, the Scranton (Pa.) Times and Newsday of Long Island, N.Y.

It costs $325 for the slide version and $360 for videotape. Multicopy discounts are available.

For more information or to order, contact ITS Corp., 311 New Albany Road, Moorestown, N.J. 08057; (609) 234-5554 or 234-6000.

Conference now 'Expo'

The name of the annual ANPA Production Management Conference has been changed to the ANPA Operations Management Conference and Exposition—"Expo" for short.

The change was approved Sept. 15 by the ANPA Board of Directors on the recommendation of the ANPA Production Management Conference Arrangements Committee. That Committee has been renamed the Operations Management Conference and Exposition Arrangements Committee.

Expo '83 will be in Las Vegas, Nev., June 11-15.

Metro Users contest winners announced

First-, second- and third-place winners in the ANPA/RI Goss Metro Users Printing Quality Contest have been announced. They were:

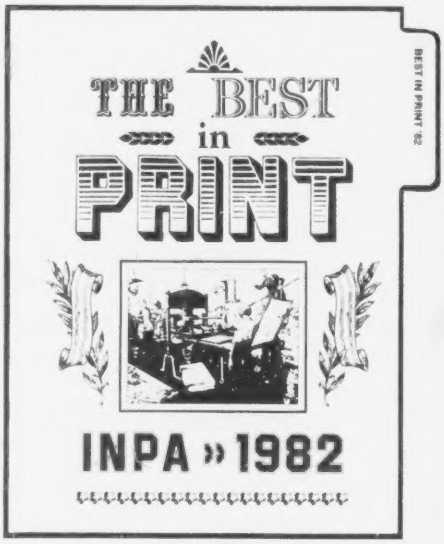
Overall: St. Petersburg (Fla.) Times and Evening Independent; The Columbian of Vancouver, Wash.; and The Cedar Rapids (Iowa) Gazette.

Spot Color: St. Petersburg Times and Evening Independent, The Columbian and The Cedar Rapids Gazette (tie), and The Sacramento (Calif.) Union.

Process Color: St. Petersburg Times and Evening Independent, The Cedar Rapids Gazette and The Columbian.

Black and White: The Columbian, St. Petersburg Times and Evening Independent, and The Cedar Rapids Gazette.

Eleven Goss users entering the 20th semiannual contest [presstime, May 1982, p. 45] were judged by Research Institute staff and newspaper production personnel. Sample newspapers were provided from June 28 through July 4.



Top newspaper ads offered as package

For the first time, more than 100 award-winning newspaper promotional ads and ad series have been packaged and are being offered to newspapers by the International Newspaper Promotion Association.

"The Best in Print—1982" contains 102 glossy sheets with the graphics of a promotion on one side and the promotion's objective, execution and results described on the back.

The ads were culled from Editor & Publisher magazine's 1982 promotion contest.

The package also includes a brochure on the winners of the 1982 Selling With Data Contest sponsored by Sales and Marketing Management magazine.

In the past, the winners of both contests were displayed only at the INPA international conference. INPA is publishing the ads this year as part of its expanded publications program.

The portfolio is available to INPA members for the cost of postage—$6 in the United States and Canada, more for those outside North America; and to nonmembers worldwide for $15 plus postage and handling.

For more information, contact INPA at The Newspaper Center, Dulles International Airport, Box 17422, Washington D.C. 20041; (703) 620-9560.

Guild, ITU committees agree on merger terms

By Clark Newsom
presstime labor writer

With the merger committees of The Newspaper Guild and the International Typographical Union having agreed on a "blueprint" for an "aggressive new union," the Guild's 16-member international executive board will take the next step when it meets in Washington, D.C., the week of Oct. 18 to vote on the pact.

The agreement to form what would be known as the Media Employees International Union, ITU/TNG, was reached by the unions' negotiating committees Sept. 10 in Colorado Springs, Colo., after four days of meetings [presstime, Sept. 1982, p. 32].

If ratified by a majority vote of the Guild's board, a special convention authorized by the Guild's annual convention last June will be held in January.

Approval by that special Guild convention would send the merger plan next March to the memberships of both unions for their approval.

If all goes as planned, a founding convention of MEIU will be held next summer.

The only action required by the ITU is a membership referendum next year. The ITU's entire five-member Executive Council served on the merger committee. Last year, the ITU membership approved a formula for merger, but the Guild did not follow through with a similar referendum [presstime, Jan. 1982, p. 34]. Merger talks between the unions began in 1975.

Guild President Charles A. Perlik Jr. said the new agreement is "a workable blueprint for a viable, aggressive, new union."

ITU President Joe Bingel said the merger document "is an answer to the challenges faced" by both unions. "As the new technologies continue to blur the lines of jurisdictional demarcation, the joining together of the two labor bodies into one dynamic new media union—with not only the determination but the strength to represent its members and to fight for their rights—would come at precisely the right moment," Bingel said.

The reaction of newspaper management to the progress in the unions' merger plan was cautious.

John B. Jaske, vice president labor relations and assistant general counsel for Gannett Co. Inc., said it is "a little early" to assess what the impact of a merger would have on labor relations.

"Certainly," he said, "if the merger results in a financially stronger organization than either of the two is now, we can expect more organizing activity. Also, the new name may make the union initially more attractive to some employees. A union is like a business. The more assets it has, and the more attractive it can make itself to new customers (members), the more likely it is to succeed."

Lawrence A. Wallace, vice president industrial relations of The Washington Post, also believes that if the merger goes through, "our industry will see more organizing attempts, especially at newspapers that have independent unions in their newsroom or in other departments."

But Darrow Tully, publisher of The Arizona Republic and The Phoenix Gazette, said he did not believe a merger was something to be feared. "In the long run," he said, "one union may enhance production flexibility by eliminating jurisdictional problems."

First home of a merged union would be current ITU headquarters in Colorado.

Similarly, Joseph F. Barletta, president of the San Francisco Newspaper Agency, said a major problem of the newspaper business is the multiplicity of unions, which tends to increase costs. "I favor anything that would cut down the number of unions we deal with," he said. If a merger goes through, he added, "it will inject some pragmatic stability into the Guild, where rampant idealism has guided its actions in the big cities."

ANPA Manager Labor Relations Charles Cole said there is a "distinct possibility" that the merger will not be accomplished because "we don't know how 27,000 ITU pensioners and more than 6,000 mailers will vote on the merger." The ITU has about 47,000 working members. The Guild has about 32,000 members.

Initially, headquarters of the merged union would be in the ITU's building in Colorado Springs, with auxillary offices in Washington and Ottawa.

During a transition period, the union would be administered by a general president, a president, a secretary, a treasurer and five vice presidents. The nine officials would serve as an executive council.

The agreement provides that the first general president will come from the ITU and the first president from the Guild. After two years, the presidential positions would be interchanged for the next two years.

There also would be an international governing board that would include the nine officers, 14 regional members and 15 at-large members.

In the merger negotiations, the parties agreed on the Guild's position that a simple majority—rather than a two-thirds—vote of the international governing board could overturn a withholding of strike sanction by the executive council.

The ITU-Guild merger steps are taking place against a background of continuing merger discussions by the Graphic Arts International Union and the International Printing and Graphic Communications Union. ☐

Daily appeals recommendation that second election be held

The Sacramento (Calif.) Bee is appealing to the National Labor Relations Board a hearing officer's recommendation that a representation election lost by a union be set aside and that a new election be held.

The hearing officer, Kay M. Hendren of the NLRB regional office in San Francisco, sustained three of five objections to pre-election employer conduct that Local 165 of the Teamsters said affected the election results.

In the Nov. 21-22, 1981, election, a unit of part-time circulation department bundle spotters voted 70-59 against the union.

Hendren found that:

- The company had "disparately" enforced a "no-solicitation" rule by refusing to allow the distribution of union material on company premises while permitting a campaign to solicit funds for a charitable organization.
- A newly appointed supervisor had told from 10 to 20 employees that if the union won the election, there would be a strike and they would probably lose their jobs.
- The same supervisor told two employees they would be able to work more hours if they did not support the union.

Hendren said the supervisor's statements were "clearly coercive" and prevented the employees from exercising their "free choice" in the election.

She dismissed two of the union objections, both involving guards employed by a security company.

The union alleged that the guards had unlawfully removed union campaign literature from employees' vehicles and had interfered with the distribution of union bulletins. The conduct of the guards could not be attributed to the Bee, the NLRB official found.

(McClatchy Newspapers d/b/a The Sacramento Bee and Teamsters, Case No. 20-RC-15393)

NLRB orders daily to stop interference

The NLRB has held that a supervisory employee of a California daily unlawfully interfered with the rights of employees to engage in union activities.

The case arose during an unsuccessful drive by the Northern California Newspaper Organizing Committee to organize the editorial staff of The Contra Costa Times in Walnut Creek [presstime, July 1982, p. 47]. The paper is in the Lesher Communications Inc. group.

Affirming an NLRB administrative law judge's recommendation, the board ordered the newspaper to "cease and desist" from conduct prohibited by the Taft-Hartley Act.

Dean S. Lesher, chairman of Lesher Communications—formerly East Bay Newspapers Inc.—said that although he believed the NLRB's decision was not justified by the evidence, "it is not important enough to appeal" to the courts.

(East Bay Newspapers Inc., d/b/a Contra Costa Times, 263 NLRB No. 76)

Union loses bid for election

The NLRB has dismissed a petition filed by Pressmen's Union No. 19 to represent a circulation department unit at Fort Wayne (Ind.) Newspapers Inc., the joint operating agency of The News-Sentinel and The Journal-Gazette.

The board held that single-copy route distributors are independent contractors rather than employees.

(Fort Wayne Newspapers Inc., 263 NLRB No. 112)

Recent contract settlements

Cincinnati Enquirer, ITU: Three-year agreement covering composing room employees retroactive to March 1, 1981.

Columbus (Ohio) Dispatch, GAIU: Three-year agreement covering photoengravers retroactive to Feb. 16, 1982.

(Details in September 1982 ANPA Labor & Personnel Relations Letter.)

Route managers ruled supervisors, ineligible for vote

Circulation route managers of the Atlanta Journal and Constitution are supervisors and therefore ineligible to participate in a union-representation election, the NLRB has ruled.

The decision reversed the NLRB regional director in Atlanta. He had called for an election to determine if a unit of the 55 full-time route managers and about 200 part-time workers in the single-copy sales department wished to be represented by Newspaper Printing Pressmen's Union No. 10 [presstime, May 1982, p. 53].

The board found the route managers are supervisors because they have the authority to hire, discipline and fire their assistants.

"Although some route managers do not exercise the full extent of their authority," the board said, "it is well established that it is the possession of supervisory power rather than the exercise of that authority that determines whether particular employees are supervisors."

Following the board's decision, the union withdrew its election petition.

(Cox Enterprises Inc., d/b/a Atlanta Newspapers and Printing and Graphic Communications Union, Local No. 10, IPGCU, 263 NLRB No. 81)

Board orders Teamsters to revoke foreman's fine

The NLRB has ordered Teamsters Local 296 to rescind a fine it imposed on a supervisor-member at the San Jose (Calif.) Mercury and News for performing bargaining unit work prior to the start of the scheduled workday.

The order came on remand of the case to the board by the 9th U.S. Circuit Court of Appeals. The court vacated an earlier NLRB decision that the union's discipline of the supervisor did not violate the Taft-Hartley Act [presstime, Nov. 1981, p. 45].

The board also ordered the union to stop interfering with the company's "selection and retention" of supervisors.

(Teamsters Local 296 and Northwest Publications Inc., 263 NLRB No. 104)

Appeals court upholds arbiter in paper handler manning case

A federal appeals court has resolved a longstanding dispute between Cleveland newspapers and a paper handlers' union over manning of baling and newsprint roll core unwinding machines.

The 6th U.S. Circuit Court of Appeals affirmed a lower court's order directing the now defunct Cleveland Press and The Plain Dealer "to begin hiring immediately" three members of Paper Handlers and Sheet Straighteners Union No. 11 to operate the machines.

A baling machine is used to bale waste paper; a core unwinding machine is used to remove the balance of spent newsprint rolls.

While affirming the manning portion of the U.S. District Court's decision, the appellate court vacated that portion of the lower court's order directing the parties to compute damages to the union according to a specific formula. Instead, the 6th Circuit enforced a 1979 award of Arbitrator Charles F. Ipavec holding that the parties should negotiate a monetary settlement to compensate workers who may have been deprived of work because of management's scheduling practices.

In that award, Ipavec ruled that if the papers planned to operate the baler and core unwinder during a shift, they also had to schedule three bargaining unit employees to run those machines. However, once scheduled those employees could be transferred temporarily.

In an earlier decision, Ipavec did not specifically address the propriety of manning the baler and core unwinder with employees transferred from other job classifications when the machines were scheduled to operate for only part of a shift.

In 1977, another arbitrator, Edwin R. Teple, ruled that the newspapers could transfer people from one classification to relieve temporarily those in another classification.

After the second Ipavec decision, the papers continued to take the position that they were only required to hire employees specifically for the core unwinder and baler machines if the machines were scheduled to run for a full shift. The papers continued to man the machines as they had prior to the arbitrator's decision, transferring other full-time employees to operate the machines on a part-time basis as needed.

The union continued to argue that if the machines were scheduled for even a partial shift, the arbitrator's award required that three employees be scheduled for those operations for that shift.

Finally, the union filed its suit in District Court, Cleveland, seeking confirmation of Ipavec's second award and damages. The 6th Circuit said the lower court correctly held that the second Ipavec award was not ambiguous.

(Cleveland Paper Handlers and Sheet Straighteners Union No. 11 of the IPGCU v. E.W. Scripps Co. et al., USCA6 No. 80-3758)

NLRB election

States News Service of Washington, D.C., Guild: Editorial, sales and clerical employees voted 13-11 in favor of representation by St. Louis Newspaper Guild Local 47. The company, however, is challenging the election results on procedural grounds. The news service is a joint venture company backed by the Pulitzer Publishing Co. of St. Louis and Indian Head Corp., a New York electronic data base publisher. Local 47 represents editorial and commercial employees at Pulitzer's St. Louis Post-Dispatch.

(NLRB Case No. 5-RC-11783)

Canadian election

Toronto Globe and Mail, Guild: Circulation district sales representatives voted 45-22 in favor of representation by the Southern Ontario Newspaper Guild in an election conducted by the Ontario Labor Relations Board.

For the Guild, this arbitration was a real turkey

When the San Jose (Calif.) Mercury and News decided last year to stop giving employees turkeys as Christmas gifts, Local 98 of The Newspaper Guild took the matter to arbitration—but to no avail.

The Guild argued the company should be forced to continue the seasonal distributions—which began in 1957 as a cost-cutting measure after the expense of sponsoring holiday parties became too great—because the turkey-giving had become a binding past practice that could not be unilaterally changed. The union also maintained that the employees' turkeys were protected under a clause in the labor agreement that prohibits pay cuts.

However, Arbitrator Adolph M. Koven ruled Aug. 18 that the company properly discontinued the practice because of adverse economic conditions. He said it was "questionable" whether a turkey is, in itself, "the kind of item which can reasonably be considered the kind of benefit which repetition alone would compel the employer to maintain."

Koven explained:

"Not only is its monetary value relatively small (set at $7.90 per turkey by the Guild), but more strategically, its value varies from year to year if for no other reason than the price of turkeys is subject to change. Since this 'benefit' has no set cash value (as a bonus may have, for example), and since there is no way of predicting from year to year what its cost will be, it is difficult to conclude that even many years' duration is sufficient to bind the company to a practice of turkey-giving in the absence of specific evidence that the practice was intended by the employer to continue irrespective of cost or other considerations."

As for the union's pay-cut argument, Koven said there was no evidence that turkeys were ever treated as wages.

Arbitrator rules

Not all candidacies for office prohibited by contract clause

By Clark Newsom
presstime labor writer

A blanket prohibition barring news and editorial employees of The Seattle Times from running for public office has been struck down by an arbitrator.

William H. Dorsey, the arbitrator, also found the newspaper violated an "outside activity" clause in its labor agreement with Local 82 of The Newspaper Guild when it directed a restaurant reviewer/humor columnist to withdraw as a candidate for a seat on a water commission board.

Dorsey found that the reviewer/columnist, John Hinterberger, had been talked into running for the nonpartisan and unpaid position by a neighbor. Hinterberger said he was motivated by a sense of community service, as well as by the possibility that the experience would provide material for a series of humorous articles about "petty officialdom," a subject he had treated in his column in the past.

His candidacy came to the attention of the editors when he decided to write a column explaining why he wanted to be a "petty official." However, it occurred to him that if he were to write about his candidacy before the election, it might be construed by opponents as unfair electioneering. When he discussed the propriety of such an article with an editor, she in turn discussed it with the managing editor and then informed Hinterberger that he could not write about running for the office.

Hinterberger's name subsequently was listed as a candidate in a story that appeared in the Times on Sept. 2, 1981. After that story ran, according to Dorsey, the news feature editor, the managing editor and the executive editor agreed that it was inappropriate for Hinterberger to run for public office.

At a meeting with the editors, Hinterberger was given a memorandum requesting him to withdraw. The memo stated that it was against the company's policy for news department staff members to run for office. By that time, the primary election was only a week away, and the ballots had been printed.

Although Hinterberger, who had worked for the paper nearly 20 years, protested the directive, he did attempt to withdraw. But he found the deadline for withdrawal had passed. Moreover, he was told by an elections clerk that he would not be able to withdraw after the primary if he were to be one of the two candidates with the highest numbers of votes.

As it turned out, Hinterberger received the highest number of votes in the primary—and his name, by law, was listed on the general election ballot.

The elections clerk informed him that if he were to win in the general election, he could not resign as commissioner until after being sworn in.

According to the arbitrator, Hinterberger then suggested to his editors that he write a humorous column asking the public not to vote for him. About a week before the election, his column appeared with the plea: "Don't vote for me!"

He lost the race by 252 votes.

In the meantime, after the primary but before the general election, the editors posted a notice to employees stating: "Employees of the News and Editorial Departments of The Seattle Times are not to be candidates for public office. This policy applies whether or not the office is nonpartisan or nonpaid."

The Guild then filed its grievance protesting both the directive to Hinterberger and the notice to employees.

The outside-activity clause of the contract between the Times and the Guild states:

"1. The employees of the publisher shall be free to engage in activities outside of working hours, subject to the following provisions:

"(a) Such activities do not consist of or include services performed for any medium in competition with the publisher.

"(b) Without permission, no employee shall exploit his/her connection with the publisher in the course of such activities.

"(c) Such activities are not performed for any noncompetitive employer to the embarrassment of the publisher businesswise."

The company argued in the arbitration that while not all employees have the name recognition Hinterberger has, an employee's association with the newspaper cannot be hidden; and that once the association came to public light, it would appear that the Times was backing the employee-candidate.

The Guild contended that the outside-activity clause is the collective bargaining equivalent of the U.S. Constitution's Bill of Rights because it mandates that employees "shall be free" to engage in outside activities subject only to the express exceptions stated in the clause.

Dorsey agreed with that argument because, he said, the contract language was clear and unambiguous. The exceptions were not applicable either in the case of Hinterberger or to "all" political offices, he found.

The arbitrator said he "simply cannot accept the publisher's attempt to interpret the contract language found in exception (c) as prohibiting *all* political involvement by its employees represented by the Guild on the basis that such political involvement automatically creates a 'conflict of interest,' destroys the publisher's 'credibility' with its readers, and is therefore an 'embarrassment' to the publisher."

Dorsey noted that employees had "historically" been active in politics. The Guild had pointed out that in 1952 the company gave a reporter a leave of absence to run for Congress and that an editorial page editor had served as a sewer district commissioner.

He ruled that "not all candidacies for public office, nor all service in public office in the State of Washington," are prohibited by the outside-activity clause. ☐

Circulation unit rejects ITU

Circulation employees of the Indianapolis Star and News represented by an independent union voted 136-28 against affiliation with the International Typographical Union in a self-supervised election Sept. 1.

The employees have been represented by the Employees Protective Association for about 30 years. The current labor agreement runs through Aug. 31, 1984.

Mailers ordered to pay damages to newspaper

The Minneapolis Star and Tribune has been awarded $27,204.74 in damages from a union because of a three-week work slowdown by mailers.

Arbitrator Edward B. Krinsky found that officials of Minneapolis-St. Paul Mailers Union No. 4 "did not act forcefully or speedily or with conviction" to end the slowdown of July 19-Aug. 8, 1981.

Two events were responsible for the dispute, according to Krinsky. One was the company's intention to install new equipment that would result in the loss of jobs. The other was a proposed reduction in manning.

"The evidence clearly shows that in fact a slowdown and sabotage occurred," Krinsky said. He found levels of production were "far below normal."

While the labor agreement did not include a specific no-strike clause, the arbiter said the duty of the union to not strike or otherwise hinder production was inferred from various portions of the agreement. He cited as examples provisions stating that:

- Binding arbitration is the agreed-upon method of resolving questions and disputes.
- There shall be every intention to assure a high degree of quality and quantity of production.
- The union will "endeavor to furnish at all times during the life of this agreement . . . the number of competent journeymen and apprentices required for the performance of all work."

The company had calculated its damages to be $33,674.24 over the three-week period.

However, Krinsky said the union's responsibility should not begin until after it had been put on notice that the company would seek to hold it responsible for damages. The company had filed a grievance against the union on July 23—five days after the slowdown began—stating that it planned "to pursue the full range of legal remedies available to us."

NLRB chairman faces finale

John R. Van de Water's service as NLRB chairman under a temporary presidential appointment expires when the current session of Congress ends, and there has been no further push by the Reagan administration to secure his Senate confirmation [presstime, Dec. 1981, p. 44].

Van de Water is opposed not only by the AFL-CIO but also by the National Right to Work Committee, which opposes compulsory union membership.

Krinsky said, "Having been given the grievance on the night of the 23rd, it is reasonable that the union could have used the remainder of the night shift on the 23rd and the day shift on the 24th to begin to use its influence to end the situation."

Thus, he said, it was appropriate to hold the union accountable for damages beginning on the evening of July 24, and he subtracted $6,469.50 from the company's calculation of its damages.

The arbiter denied the company's request for interest on the damages. "Since this arbitrator (and in his experience, most arbitrators) does not customarily award interest to unions, companies or individual grievants where contractual rights are violated, he does not find it appropriate to do so here albeit that it would be within his authority to do so," he said. □

Additional arbitration awards

Baltimore Sun, Guild: Richard I. Bloch overturned the demotion of a senior clerk in the credit department for refusing to cover her supervisor's job during his absence but denied back pay because of her "insubordination."

Boston Globe, IAM: Milton J. Nadworny found no justification for giving machinists a greater "package" increase than that granted to other mechanical department units. He accepted the company's proposals on wage increases and contributions to health and retirement plans for a new three-year contract.

Cleveland Plain Dealer, IPGCU: Edwin R. Teple ruled that the union could not transfer pressroom apprentices to work for another employer without the company's consent.

Elmira (N.Y.) Star-Gazette, ITU: Robert F. Koretz upheld the company's right to lay off a full-time journeyman mailer at a time when the use of part-time help had increased.

Houston Post, Teamsters: F. Jay Taylor sustained the discharge of an accident-prone warehouse employee.

Marquette (Mich.) Mining Journal, IPGCU: Clair V. Duff set the terms of a new 30-month contract covering composing room and pressroom employees.

Marquette (Mich.) Mining Journal, IPGCU: Peter M. Kelliher resolved outstanding issues in a new two-year contract covering part-time drivers.

San Jose (Calif.) Mercury and News, Guild: William B. Gould ruled that an inside classified advertising employee was entitled to a three-month tryout as an outside retail display salesperson.

San Jose Mercury and News, Guild: Francis Richard Walsh upheld the one-day disciplinary suspension of an Action Line employee for writing a free-lance story that was published in a San Francisco newspaper.

Seattle Times, Guild: Eaton H. Conant ruled that the company could prescribe new rules for liability insurance for employees who use their cars for company business.

Terre Haute (Ind.) Star and Tribune, Guild: Jonas B. Katz sustained the discharge of a circulation department district manager for removing bundles of newspapers delivered to a store during a strike [presstime, March 1982, p. 48].

Vancouver (British Columbia) Province and Sun, Guild: R. G. Herbert upheld the hiring of an outside applicant for the job of foreman in the building services department rather than the promotion of a current employee to the position.

Washington Post, ITU: Laurence E. Seibel found the company properly demoted a programmer analyst in the data processing department to his former job in the composing room, with a reduction in pay.

(Full texts available from the ANPA Labor and Personnel Relations Department at The Newspaper Center, Reston, Va.)

Dealing with printers' absenteeism

By Mary Sepucha

Three recent arbitration decisions concerning discharges of International Typographical Union members for excessive absenteeism have "confirmed the belief that newspapers do not need to accept excessive absenteeism of journeymen," says ANPA's Charles Cole, manager labor relations.

Mary Sepucha

Arbitrators John Kagel and William Eaton decided two cases at the San Francisco Newspaper Agency [presstime, Nov. 1980, p. 32, and March 1982, p. 46], and Richard Mittenthal decided a third case at The Detroit News [presstime, Sept. 1981, p. 38]. Although the grievants were reinstated in two of these cases on grounds of insufficient warnings, the decisions upheld the right of publishers to discharge printers for excessive absenteeism.

Following publication of these decisions, Cole received a number of calls from ANPA members requesting copies.

Cole says publishers have, for too long, accepted the claims of ITU members that they have an unlimited right under the ITU General Laws to be absent so long as they arrange for substitutes to cover their situations.

This was the practice at the San Antonio (Texas) Light, says General Manager Maurice E. Cotton. "It was when we saw ANPA's summary of the Detroit case that we realized that (the local union's) position might not be the case," he says.

"It is not uncommon in major cities for a printer or two to employ a substitute for more than 50 percent of his scheduled shifts," Cole says.

The claim of ITU members to this right of substitution is grounded in Article II, Section 10, of that union's General Laws, which states:

"A foreman shall not designate . . . how many days a journeyman shall work in any one week; Provided, the journeyman must engage a substitute when absent. Any journeyman covering a situation [full-time job] is entitled to and may employ in his stead whenever so disposed any competent journeyman without consultation or approval of the foreman. . . ."

Local unions have commonly interpreted this article to mean that no limits may be placed on this right of substitution. A number of printers have embarked on second careers while retaining their priority—seniority as defined in the labor agreement—in any given composing room simply by covering their jobs with substitutes.

This was precisely the situation addressed by Arbitrator Mittenthal in the Detroit case. However, he found that union claims of a right to unlimited substitution ignored equally important language in the General Laws: Article VI, Section 1, and Article VII, Section 1.

Article VI states that five shifts constitute a "situation" and that no journeyman may hold a situation composed of more or less than five shifts in any workweek unless a contract has been negotiated for a shorter workweek.

The related Article VII prohibits journeymen from maintaining situations "composed of less than the number of shifts constituting a week's work."

From this language, Mittenthal concluded that a journeyman who is so regularly absent that he has become, in effect, a part-time employee can no longer be said to "hold" a situation. It follows that such a journeyman can no longer claim a right of substitution to cover his absences.

Mittenthal found that this conclusion was supported by Article V, Section 4, of the General Laws, which prohibits journeymen from engaging in outside pursuits for more than 90 days without loss of situation.

Even if a right to substitution is embodied in the contract, the arbitrator found, it "is neither absolute nor unlimited" when read in the light of the limits stated in the General Laws.

In the San Francisco cases, Arbitrators Kagel and Eaton also relied on the 90-day limitation in concluding that an employer has a right to discharge employees for excessive absenteeism despite a stated right of substitution.

This interpretation is not limited to newspaper publishers. The ITU Executive Council historically has taken the position that a journeyman has an obligation to work his situation, and it has been known to advise locals not to proceed to arbitration over discipline for excessive absenteeism, as it did in the Detroit case.

ANPA's Cole notes that the international union first enunciated this position in a 1912 ruling. It was referred to in an Oct. 4, 1913, letter from union President James M. Lynch to ITU Representative Frank H. Pulver, which states:

> "In your communication you call attention to a case in Denver relative to a regular on one of the morning papers, who has outside business at which he earns a living, and who has for some months past been covering that position with a sub. About a year ago the council gave decision in a case similar to the one you cite, and at that time held: 'That a situation, acquired by virtue of the operation of the priority law, or other lawful process, is not secured to a member by right of inheritance and cannot be held as a heritage for all time. A member, to retain a situation, must devote his time and attention to the work required to be performed, within reasonable limits. The matter of long-continued absences from employment by members of an office comes largely under the purview of the foreman. Employees, through sickness and other unavoidable causes, are frequently protected in their situations, and justly so.' "

In another case in 1918 the council stated: "If it is right that a member holding priority in one printing office forfeits his priority if he accepts employment in another printing office, then it is right, and it is the intent of the law, *that it applies in the same manner in the case of members accepting employment in other pursuits.*"

The council reaffirmed this position in 1922 and again in 1926 when it stated:

"The Executive Council has repeatedly

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held that members cannot engage in business outside composing rooms and retain priority in printing offices under the jurisdiction of the International Typographical Union."

While the three recent arbitration decisions clearly establish that standards of composing room attendance may be attained, they also highlight the necessity of proper warning and procedures of progressive discipline before employees can be discharged for violating such standards.

In response to the arbitral interpretations in these cases, the San Antonio Light established such a procedure. It first identified those employees it considered to be guilty of excessive absenteeism and informed them in a letter from the foreman that such behavior constituted neglect of duty under the collective bargaining agreement and the ITU General Laws. Continuing absences would no longer be excused and would be considered grounds for discharge, the notice stated. This letter was identified as the employee's first warning, and a copy was sent to the union.

When the union objected under Article II, Section 10, of the General Laws, the newspaper cited the requirements of sections 1 of articles VI and VII.

The employees received a second warning but continued their pattern of absenteeism and were discharged. The second warning contained a reference to the ITU Executive Council decisions researched by Cole.

Although the union initially protested the discharges, it later withdrew them and abided by the company's decision. "There was no question on the part of the union that we were no longer going to condone such absenteeism," says Light General Manager Cotton.

As a result of the Light's stand, two printers have resigned, one is working his situation regularly and two have been granted temporary unpaid leave but have not been allowed to hire substitutes.

In an age in which newspapers around the country are grappling with the problem of excess printers, Cole says, it might be wise to follow the lead of Detroit, San Francisco and San Antonio and discontinue the practice of allowing printers to be absent for excessive periods of time and cover their situations with a sub. □

Job discrimination cases continue at five newspapers

Newspapers in four cities are in various stages of litigation in suits filed against them under Title VII of the 1964 Civil Rights Act, which prohibits employment discrimination based on race, color, religion, sex or national origin.

- A class-action suit charging sex discrimination in employment at The Plain Dealer has been filed in U.S. District Court, Cleveland. Local 1 of The Newspaper Guild said it took the action after the federal Equal Employment Opportunity Commission refused to pursue the case, initiated by the Guild in 1972.

The suit was filed on behalf of five named plaintiffs plus all women who now work, have worked or applied for work in the Guild-represented editorial department during the past 10 years. Four of the named plaintiffs are current employees; the other resigned last February.

The Plain Dealer has not commented on the case.

- The New Haven (Conn.) Register and Journal-Courier are waiting for a federal district judge to rule on their motion to dismiss a class-action suit alleging sex discrimination. Senior Vice President and General Manager Edward J. Murphy said there are about 150 women in the class. The plaintiffs have concluded the presentation of their arguments in the case, which was filed in 1976.

- A class-action sex discrimination suit against The Detroit News is in the discovery stage, according to Director of Human Resources Gary F. DeToffol. No date has been set for trial of the case, which was filed in 1978. The four female plaintiffs are charging discrimination in pay and work assignments.

- The EEOC's district office in New York City has found a black reporter of the New York Daily News has "probable cause" for his charges that the newspaper engaged in racial discrimination with respect to his pay, promotions and work assignments. The case is in the conciliation stage. The reporter, David Hardy, is already involved with other employees in a suit against the paper that is pending in U.S. District Court.

The Daily News believes the EEOC's findings "are incorrect," according to Gregory L. Thornton, vice president/director of industrial relations. "The News has not in any fashion discriminated against Mr. Hardy and ultimately we believe our position will be upheld," he said.

Newsday of Long Island, N.Y., recently reached an out-of-court settlement of a sex discrimination case [presstime, April 1982, p. 40]. Other recent EEOC cases were settled at the San Francisco Newspaper Agency, The Washington Post, the Seattle Post-Intelligencer, The New York Times, The Cleveland Press, and the Daily Press and The Times-Herald of Newport News, Va..

Clarence Thomas, the recently appointed EEOC chairman [presstime, June 1982, p. 36], told a September meeting of industrial relations executives that the agency under his leadership will pursue a vigorous enforcement policy. But he added, "Unlike the past, the EEOC will be fair and professional in its approach."

The new chairman told the meeting of the National Association of Manufacturers that working with business will be a high priority at the agency. He also said the commission will soon begin "a methodical review" of its guidelines. □

Discrimination suit settled for $240,000

A $240,000 settlement of racial discrimination charges against the defunct Washington Star has been approved by Judge June L. Green of the U.S. District Court for the District of Columbia.

The settlement provides that $40,000 will be distributed to 19 plaintiffs in the class-action suit, which was filed in 1981. The remaining $200,000 will be divided among about 380 nonwhite former employees on the basis of their length of employment with the newspaper.

The Star and its parent company, Time Inc., also agreed to pay legal fees of the attorneys for the plaintiffs and the class.

(Anderson et al. v. The Washington Star Co., USDC DC CA No. 81-1096) □

ANPA seeks to avert actions leading to tariffs on newsprint

ANPA is seeking assistance from the American Paper Institute in its effort to convince the U.S. International Trade Commission not to take actions that could lead to the imposition of tariffs on some newsprint.

The commission has drafted a plan for adoption of a so-called "Harmonized Commodity Description and Coding System"—a proposal to bring tariff nomenclature up to date [presstime, July 1982, p. 52]. One of the proposals in the system is a new definition of newsprint that calls for certain smoothness standards.

If newsprint exceeds more than a 200 seconds Bekk rating, it would be subject to tariffs under the proposal.

In a letter to API's Vice President/Paper Group James L. Hutchison, Donald N. Soldwedel, ANPA Newsprint Committee chairman, said, "You and I know that newsprint has long been duty-free, and I do not like to see this step taken to remove any portion of it from that classification."

Soldwedel, president and publisher of The Yuma (Ariz.) Daily Sun, added, "Our International Trade Commission, unless the American Paper Institute joins us loudly and clearly in saying 'no,' is creating a situation which is going to put customs in the position of using equipment to determine smoothness.

"This is equipment which I do not believe has ever been proved to be reliable or consistent. All smoothness measuring instruments would require recalibration for each grade, another problem area," he said. ☐

Tropical country to study kenaf processing

A $190,000-feasibility study of processing kenaf into pulp and paper in tropical climates is being conducted in the small Central American country of Belize (formerly British Honduras).

Funds for the project are being provided on a 50-50 basis by the U.S. State Department through its Trade and Development Program, and by the U.S. firm of Kenaf International. Kenaf International partners are The Bakersfield Californian; Agri-Source Inc. of Bakersfield, an agricultural research operation; and Soil and Land Use Technology Inc., or SaLUT, a Columbia, Md., agricultural consulting firm retained by ANPA two years ago to study the feasibility of producing newsprint from kenaf [presstime, April 1982, p. 57].

SaLUT's Charles Taylor, manager of the 1980-81 kenaf study commissioned by ANPA, said one of the questions the Belize study is expected to answer is how well the fibrous plant can be stored under humid conditions. ☐

Canadian capacity seen rising 10.6% in '82

Newsprint capacity at Canadian mills is expected to increase by 10.6 percent over 1981's level to about 10.5 million metric tons by the end of 1984, a study by the Canadian Pulp and Paper Association shows [presstime, July 1982, p. 30].

The figures represent an annual average growth rate of 3.4 percent for the three-year period, compared with a 1.9-percent growth rate for the previous three years.

Six new machines expected to be placed into production this year would add more than 500,000 metric tons to capacity. Capacity for 1983-84 is expected to grow by about another half million tons.

Data in the CPPA study are based on year-end 1981 figures published in "Statistics Canada," compiled by the government. ☐

Abitibi to up price $20

Abitibi-Price Inc. will increase the price of newsprint to U.S. customers by $20 a metric ton to $520 next Jan. 1. Bowater Corp. earlier announced a like increase, effective Nov. 1 [presstime, Sept. 1982, p. 29]. Consolidated-Bathurst Inc. in late September was considering raising its price as well.

Newsprint notes

Abitibi-Price Inc. has **shelved plans to add three newsprint machines** in the mid-1980s at mills in Grand Falls, Newfoundland; Iroquois Falls, Ontario; and Alma, Quebec. The company cited market softness and general economic problems.

Also for economic reasons, Kruger Inc. delayed installation of a new machine scheduled for 1983 at Trois-Rivieres, Quebec [presstime, Jan. 1982, p. 41].

• • •

British Columbia Forest Products Ltd. has **started up** its new 175,000 metric-ton-per-year **newsprint machine** at Crofton, British Columbia [presstime, Jan. 1982, p. 41].

• • •

Inland Empire Paper Co. is **rebuilding a paper machine** at its Millwood, Wash., newsprint mill. Start-up is scheduled for next month.

• • •

Quebec North Shore Paper Co. will spend $75.2 million—including $9.9 million in Canadian and Quebec government grants—to **modernize its Baie Comeau, Quebec, newsprint mill.**

A new chemical pulping process is expected to reduce the mill's demand for fiber and oil.

• • •

Canadian Paperworkers Union members at the Quebec City mill of Reed Paper Ltd. have signed a two-year agreement, similar to the settlement reached at Abitibi-Price Inc. earlier this year [presstime, July 1982, p. 53].

• • •

Southwest Forest Industries has **started up its second newsprint machine** at Snowflake, Ariz. It culminates a $47-million project to convert one of two linerboard machines to a newsprint machine.

• • •

The **1981 Newsprint Waste Report** prepared by the ANPA Research Institute has been mailed to member newspapers.

The 56-page report, formerly published on a quarterly basis, contains data against which a newspaper can assess its newsprint waste factor compared to the average for newspapers in various circulation categories. Additional copies are available from ANPA/RI in Easton, Pa. ☐

August consumption down 3 percent from '81

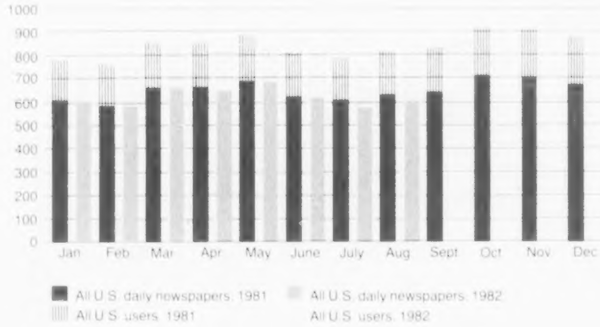
August's newsprint consumption by all U.S. users dropped 3 percent from August 1981, according to preliminary figures. For the first eight months of 1982, total consumption was down .7 percent.

Consumption by U.S. daily newspapers declined about 5 percent in August compared with August 1981. For the eight-month period, it was down 2.6 percent.

Stocks of ANPA-member newspapers in the statistical sample were down. They dropped from an average of 61 days' supply in July to 55 days at the end of August. However, North American mill stocks at the end of August were up about 94 percent over last year.

The Canadian mills' operating rate in August was 75 percent of capacity, while in the U.S. it was 95.4 percent. For the eight months, the rate in Canada was 85 percent, and in the U.S. it was 88.

Estimated newsprint consumption, 1981-82
(Thousands of metric tons)



Estimated consumption of all U.S. users

	1982	1981	% Change
June totals	804,000(r)	814,000	-1.2(r)
July totals	770,000(r)	791,000	-2.7(r)
August totals	802,000(p)	827,000	-3.0(p)
Eight-month totals	6,552,000(p)	6,597,000	-0.7(p)

Estimated consumption of all U.S. daily newspapers[1]

Region	**July 1982**	**July 1981**	**% Change**
Northeast	135,813	138,355	-1.8
North Central	126,596	144,285	-12.3
South	188,511	194,155	-2.9
West	136,785	137,490	-0.5
Circulation size			
up to 25,000	56,226	56,097	+0.2
25,001-100,000	106,906	113,853	-6.1
Over 100,000	424,573	444,335	-4.4
July totals	587,705(r)	614,285	-4.3(r)
Seven-month totals	4,396,942(r)	4,498,376	-2.3(r)
Region	**August 1982**	**August 1981**	**% Change**
Northeast	144,642	151,727	-4.7
North Central	137,681	148,481	-7.3
South	193,945	200,341	-3.2
West	136,735	143,969	-5.0
Circulation size			
up to 25,000	60,258	59,708	+0.9
25,001-100,000	110,238	116,888	-5.7
Over 100,000	442,507	467,922	-5.4
August totals	613,003(p)	644,518	-4.9(p)
Eight-month totals	5,009,945(p)	5,142,894	-2.6(p)

Stocks

U.S. publishers[2]		**(Days' supply on hand)**	**(Days' supply in transit)**
June 1982	1,002,626	58	7
June 1981	902,226	48	7
July 1982	992,364	54	7
July 1981	951,875	49	7
August 1982	950,223	49	6
August 1981	928,055	47	6
Canadian mills			
August 1982	438,363	--	--
August 1981	235,585	--	--
U.S. mills			
August 1982	110,153	--	--
August 1981	47,747	--	--

Production

	Canada	U.S.A.	North America
August 1982	639,001	372,331	1,011,332
August 1981	676,545	425,769	1,102,314
Increase or decrease	-37,544 -5.5%	-53,438 -12.6%	-90,982 -8.3%
Eight months 1982	5,602,807	3,112,217	8,715,024
Eight months 1981	5,911,604	3,161,623	9,073,227
Increase or decrease	-308,797 -5.2%	-49,406 -1.6%	-358,203 -3.9%

Shipments

From Canadian mills	**U.S.A.**	**Canada**	**Export**	**Total**
August 1982	421,255	69,767	106,683	597,705
August 1981	428,064	79,648	144,575	652,287
Eight months 1982	3,703,550	638,381	1,016,399	5,358,330
Eight months 1981	3,976,627	694,487	1,169,751	5,840,865
Increase or decrease	-273,077 -6.9%	-56,106 -8.1%	-153,352 -13.1%	-482,535 -8.3%
From U.S. mills				
August 1982	342,070	----	20,931	363,001
August 1981	389,001	----	32,383	421,384
Eight months 1982	2,840,831	----	198,876	3,039,707
Eight months 1981	2,956,476	----	177,992	3,134,468
Increase or decrease	-115,645 -3.9%	---- ----	+20,884 +11.7%	-94,761 -3.0%
From North American mills				
August 1982	763,325	69,767	127,614	960,706
August 1981	817,065	79,648	176,958	1,073,671
Eight months 1982	6,544,381	638,381	1,215,275	8,398,037
Eight months 1981	6,933,103	694,487	1,347,743	8,975,333
Increase or decrease	-388,722 -5.6%	-56,106 -8.1%	-132,468 -9.8%	-577,296 -6.4%

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[1] Based on stratified data from ANPA-member newspapers in statistical sample; figures in this and other tables in metric tons.

[2] Represents stocks of ANPA-member newspapers in statistical sample.

(r) = revised
(p) = preliminary

Special sections retain their popularity

By Clark Newsom
presstime staff writer

In 1965, the Chicago Tribune started the Feminique section in its Monday paper, and the "sectional revolution" was ignited.

Newspapers that for decades had provided a fairly standard fare of news pages, sports pages, women's pages and business pages—and the good old standby sections appearing maybe once a year—soon began producing highly specialized, discrete sections every week on such topics as participatory sports, weekend activities and home improvements.

And now, half a generation later, the revolution is still going strong, according to publishers, editors and advertising people.

"We think special sections are as hot now as they were in the late '70s," says Leonard R. Harris, director of corporate relations for The New York Times.

Thomas Winship, editor of The Boston Globe, says special sections have become a national trend because they have proved to be the most effective device for combating the Sunday-only-reader problem and for adding subscribers.

Ferguson E. Rood, advertising director of the Atlanta Journal and Constitution, says he is "excited about the creative and original thinking" about new ways to package information.

Surveys show readers like a "packaged" newspaper. Charles C. Lehman, the Newspaper Advertising Bureau's vice president and manager of survey research, says studies suggest that while people may be working shorter hours, they feel more time pressure. This translates into the individual reader's desire to find easily those parts of the newspaper that are of the most interest to him or her.

Advertisers like "a packaged product with topical theme supplements" because it allows them to reach the readers who are the most likely consumers of the products associated with those topics, notes Carlos Boettger, advertising director of the Rocky Mountain News in Denver.

"It's a two-tiered market," says the NAB's Lehman, with K mart and Sears wanting to reach everyone and the specialty shops targeting their advertising messages at particular population segments.

"We're constantly looking for ways to bring together audiences and advertisers with common interests," says Atlanta's Rood. "The women's specialty store with designer labels wants a particular audience. Another group includes the discount department store that feels everyone in the market is a potential customer."

Business sections proliferate. Within the national movement toward special sections is a secondary current. Swept up by the public's interest in the national economy and how it affects each household, newspapers are introducing and expanding their business and financial sections, notes John F. Lawrence, assistant managing editor/economic affairs of the Los Angeles Times.

A year ago The Seattle Times began the broadsheet Economy/Marketplace section on Tuesdays and Economy/Money on Thursdays.

Economy editor Emmett F. Lane reports the two sections have been "very well-received" for a variety of reasons. Their birth

IN TODAY'S NEWS
INSIDE THIS SECTION
IN WEEKEND

The Louisville Times
Sports Action

EXECUTIVE EXERCISE
Does it relieve stress?
Or does it add more?

Classic Go Go ready to move

Lively Arts

What if the orchestra had big, brown eyes?

At this isolated spread in Utah the action begins when Robert Redford is out of the scene. Novice filmmakers are the stars, studying their craft at the institute Redford organized to teach the Sundance kids

SUNDANCE

Art center's pieces fall into place

The Dallas Morning News

Look of the Week
page 9

Something Different
page 2

On The Street
page 4

Fashion!Dallas

THE DALLAS DESIGNERS

Something Different! Look of the Week! On the Street! Fashion Calendar

JULY 28-31

The New York Times

The Guide

Television/2-11

Theater/13

Art/18

Dance/18

Music/16

Weekend

James Rosenquist's multiple art messages

WASHINGTON HOME

IT'S COOL DINING IN THE HEAT OF THE NIGHT PAGE 10

Neighbors

School closure studied

Delta Queen takes inaugural voyage

Facelift planned for 'ugliest street' winner

Inside

Center preserves nature

Swimmer still goes for gold

coincided with the expansion of Individual Retirement Accounts to people already covered by pension plans and with the introduction of All Savers certificates—events that created a public awareness of other places to put money besides savings and checking accounts, he notes. Moreover, "Reaganomics opened up a whole new field of things to examine."

About the same time the Seattle daily was going to business special sections, another metro daily a continent away was doing so. The Boston Globe launched a broadsheet business section called Business Extra on Tuesdays.

A year earlier, The Washington Post and The Miami Herald launched Monday business tabloids. The Post's Washington Business, which usually runs more than 40 pages, is "a far greater success than any of us dreamed it would be," reports Editor Lois Reed Munday. Nearly all the advertising was new business, she reports.

Ambitious new efforts such as these typically require more editorial people.

When The Charlotte (N.C.) Observer launched Business Monday, an eight-page broadsheet, early this year, the staff went from four to 10 people.

John R. Finnegan, vice president and editor of the St. Paul (Minn.) Dispatch and Pioneer Press, reports his business staff increased from five to 11 when the Monday broadsheet Business Twin Cities was started in November 1981. It attracted "a lot of new advertising" and "more than paid for itself," he says. The section now appears in both papers and is distributed by mail to about 11,000 business executives in Minneapolis.

Newsday of Long Island, N.Y., began In Business last April. With a color cover, it appears in the tabloid newspaper on Mondays. Advertising Director Eugene P. Higgins reports it has brought "a great influx of new accounts" for two primary reasons: the increase in computer sales and companies in that business, and the growth of office supply businesses on Long Island.

Some did not survive. While in virtually every market business sections seem to have won over readers and advertisers alike, the success rate of other types of special sections has been somewhat uneven.

Participatory sports sections (where to go to ski, where to hike, where to buy sailboats, etc.) have been well-accepted in areas that are known as havens for sports activists. Denver is a classic case.

But in some other locations, such sections have foundered.

The Chicago Tribune launched its Wednesday Venture section in 1976 with articles on tennis, camping, motorcross, racquetball, fishing and all kinds of features that cut across age boundaries. It was designed to target market the "audience of fun-and-game shoppers seaching for new diversions," as Tribune promotional material trumpeted. The Tribune folded Venture in 1979.

"We asked our readers what they wanted," says Mary M. Knoblauch, assistant features editor of the Tribune. "They said they wanted (a section like Venture), and yet our advertising department could not sell it. It's a mystery why." After it folded, most Venture features were allocated to other sections.

The Tribune started another section, Sportsweek, in 1978. The Friday supplement included reviews of the latest books on sports, TV and radio listings for sports events in the week ahead, and a column on sports broadcasting. It went under in 1980.

Also in 1978, The Louisville (Ky.) Times began a Tuesday participatory sports section called Action. Managing Editor Leonard Pardue says the staff struggled with the tabloid for a year and a half, but "it wasn't drawing the advertising support hoped for."

Action was replaced in March 1980 with an expanded Friday sports section titled Sports Action, with cover stories on such subjects as whether excercise relieves executive stress.

In some other subject areas, too, newspapers found the markets were not there to support special sections.

The Toronto Star in 1978 began producing a tabloid youth section, averaging 20 pages, named Street Talk. It lasted just over a year.

According to Communications Director John E.A. Brooks, there were a number of reasons for Street Talk's failure, including lack of cooperation between departments and confusion as to what age reader it was designed for. But he says the main reason was "a bunch of 40-year-old editors trying to produce a section for 20-year-olds."

Brooks observes that the 18-24 age group has a broad range of interests. "Some are in school, some are married, some live at home, some have their own apartments. Are they mostly interested in clothes, music, cars, single living, education, participatory sports? In retrospect, the name was probably too narrow. We didn't plot exactly what we were trying to do with it and it did not generate the advertising linage it should have. Most of the ads were for stereos, blue jeans, records and tapes."

There also have been some problems with so-called consumer sections covering such topics as child care, automobiles and legal matters.

The Los Angeles Times in August killed its Tuesday tabloid section You "to tighten up the paper and improve the ratio gap between advertising and editorial matter," according to Associate Editor Jean Sharley Taylor. "It was breaking even." The features in You, born in 1977, were incorporated into another section called View.

The Times also ended last month what Taylor calls "a terrific experiment" that began in 1978 called Fashion. It was a color, magazine-quality section that had a staff of seven people. But it became too expensive to produce.

On the other hand, the Chicago Sun-Times is satisfied with its Wednesday pull-out section also named Fashion, started last year.

Ralph Otwell, Sun-Times executive vice president and editor, says it was not projected to be an immediate moneymaker. He notes it has created "an environment" that attracts such advertisers as I. Magnin, Saks-Fifth Avenue and Bonwit Teller.

Fashion ! Dallas has been "a phenomenal success," says Vice President Marketing Jeremy L. Halbreich of The Dallas Morning News. The Wednesday section with color throughout was started four years ago. It generally runs 12-18 pages.

And Newsday's Higgins reports that his paper's two-year-old In Fashion is successful. It appears on Tuesdays with a color cover. "Ads are being put in a climate that relates to the advertiser's merchandise," he says.

Newcomers. But the special section that seems to be growing the fastest today is the one that deals with the home and surroundings.

On May 20, The Washington Post began publishing a tabloid called Washington Home on Thursdays. It replaced the Sunday Living section.

Earlier this year, The Boston Globe started At Home, a Friday broadsheet section. And the Chicago Sun-Times started Interiors.

These types of ventures were launched with an eye on the furniture and related businesses.

And at a time when real estate advertising is down nationally, The New York Times last March introduced a redesigned Sunday real estate section called Real Estate. "The ads have increased so much that it is often a two-part section," the Times' Harris notes.

John V.R. Bull, assistant to the managing editor of The Philadelphia Inquirer, says his paper's "most dramatic new section" is a Sunday tabloid named Books Leisure. Its reviews and columns on art, antiques, chess, bridge, coins, stamps, dogs, photography, gardening and architecture are "virtually all staff written." The columns previously scattered in the paper have been brought together "in one convenient section," he notes.

And as special sections have become a standard part of the daily newspaper, some papers have begun offering one each day of the week.

The tabloid Rocky Mountain News, for example, "filled out the days of the week in 1981" by adding Sports Plus (three-color process cover, 28-40 pages) on Mondays, Business (spot color, 28-32 pages) on Tuesdays and Style (three-color process cover, average 24 pages) on Thursdays, says Advertising Director Boettger. The Wednesday Food, Friday Weekend, Saturday Home and various Sunday special sections date "from way back" in the early stages of the sectional revolution.

Boettger says the News would publish the special sections even if it were not competing with The Denver Post, which offers special sections each day of the week but Monday.

Zoning. A related phenomenon of the '70s—geographically zoned editions—continues to manifest itself. And newspapers are developing the capability to zone demographically if the economics are favorable.

"Zoned newspapers are a way of the future everywhere," says James D. Squires, executive vice president and editor of the Chicago Tribune.

The NAB reports that nearly two-thirds of the newspapers with circulations of more than 100,000 have zoned editions, as do 59 percent of those with circulations between 50,000 and 100,000.

The Los Angeles Times, one of the first papers to get into zoning (it did so in 1954), now turns out three zoned editions daily and six zoned sections twice a week. The Times zones geographically both for news content and for advertising.

Editorial zoning often evolves from ad-

Recent acquisitions

The New York Times Co. is acquiring eight dailies from Thomas E. Worrell Jr. and J. D. Swartz of Charlottesville, Va.: The Times-Tri Cities Daily, Florence, Ala.; The Daily World, Opelousas, La.; Lenoir (N.C.) News-Topic, The Daily Corinthian, Corinth, Miss., Middlesboro (Ky.) Daily News; Harlan (Ky.) Daily Enterprise; The Messenger, Madisonville, Ky.; and the State Gazette, Dyersburg, Tenn. Total circulation 92,000.

The New York Times Co. also is acquiring the Herald-Tribune, Sarasota, Fla., from Lindsay Newspapers Inc., daily circulation 97,485.

Capital Cities Communications Inc., New York City, has acquired The Red Bank Register, daily circulation 30,309.

The Gazette Co., Cedar Rapids, Iowa, has acquired the Cherokee (Iowa) Daily Times, circulation 4,008.

Thomson Newspapers Inc., Des Plaines, Ill., has acquired the Griffin (Ga.) Daily news, circulation 12,814.

Changes in command

The Canadian Community Newspapers Association at its annual meeting July 28-31 in Saskatoon, Saskatchewan, elected the following new officers:

- Chairman—William J. Kennedy, The Durham (Ontario) Chronicle
- President—Ralph E. Hennigar, The Bulletin, Bridgewater, Nova Scotia
- First Vice President—Kevin T. Hamm, the Northwest Herald, Unity, Saskatchewan
- Second Vice President—Lawrence O. Mazza, The Mountaineer, Rocky Mountain House, Alberta
- Treasurer—Jean Baker-Pearce, the Herald, Alliston, Ontario
- Secretary—Ronald Tyler, The Banner, Barrie, Ontario
- Chairman of the Executive Committee—William Poirier, The Times-Review, Fort Erie, Ontario.

vertising zoning. For example, The Detroit News initiated advertising zoning in 1960 and began editorial zoning in 1970.

Since 1977, The Orlando Sentinel has been publishing zoned tabloids called Little Sentinel, providing readers in four nearby counties with neighborhood news. Altogether, 10 of the tabloids are published, some five days and others three days a week.

Several newspapers publish zoned sections named Neighbors, including the Chicago Sun-Times, The State and The Columbia (S.C.) Record, The Sacramento (Calif.) Bee, The Morning Call of Allentown, Pa., The Miami Herald and The Philadelphia Inquirer.

The Herald's semiweekly tabloid Neighbors, introduced in 1977 in three zones, now goes to nine. The emphasis is on school sports.

Last April, the Inquirer introduced its Thursday tabloid Neighbors in one zoned area that covers 17 communities. The section has its own staff and a circulation of about 45,000.

"It contains strictly local news—school menus, marriages and divorces, police calls, etc.," according to Assistant to the Managing Editor Bull. He says it is too early to measure its success because most copies are home delivered to regular subscribers. "The question is, what would have happened if we had not started it?" The Inquirer faces stiff competition from more than 200 weeklies and dailies [presstime, Aug. 1982, p. 38].

Critics' views. The proliferation of special sections and zoned editions is not universally applauded.

Some newspaper people deplore the shift toward what they term "fluff" sections at the expense of hard news.

Others charge that zoned editions result in a newspaper slanted toward more affluent readers—a newspaper that skims the problems of the inner city.

And zoning did not save The Bulletin of Philadelphia.

When Ruth Clark, senior vice president of Yankelovich, Skelly and White Inc., discussed "Newspapers in the 1980s" at the ANPA Convention this year, she offered this caveat for newspapers in the zoning business: "Be sure you zone according to people's life patterns—not your trucking routes."

Clark also said special sections should be "scrutinized and reviewed" because readers are beginning to stress again the information side of newspapers, rather than the entertainment or usage side.

But she added: "It doesn't mean, at least for the time being, the end of all those special sections. They continue to serve a special audience. . . ." ☐

ANPA Credit Bureau Inc. tests handling queries electronically

ANPA Credit Bureau Inc. has embarked on the first stage of an experiment in receiving information requests and transmitting credit data electronically.

For the test, 1,200-baud, telephone-company data lines connect the bureau with The Washington Post.

Each day, the Post requests information through its own computer terminal. Those requests are transferred via the data lines to the credit bureau's computer where they are entered at 3:15 the next morning. The bureau then researches the requests. Answers are returned over the data lines in one batch to the Post each morning.

If the request involves an account for which the bureau already has a file, information may be sent almost immediately simply by calling up the file on the computer and transmitting a copy to the requester. In other cases, more research is involved.

But for all requests, electronic data exchange does away with much re-keyboarding, saves time and eliminates postage, explained Michael J. Genick, vice president and secretary-treasurer of the bureau.

The experiment began Aug. 1, and the first stage will last through the end of this month. Then the bureau, which is a separate, wholly owned subsidiary of ANPA, will determine the exact costs and market feasibility of adding more electronic customers.

If the system is found to be feasible, the third stage will involve experiments with other credit bureau subscribers. ☐

New UPI owners name broadcaster to head wire service

William J. Small, former NBC News and CBS News executive who was named to replace Roderick W. Beaton as president of United Press International, said he and UPI's new owners are "eager to continue to improve the service to the point that no newspaper organization will want to be without it" [presstime, Sept. 1982, p. 49].

William J. Small

Small, 55, will have responsibility for all of UPI's worldwide news operations, said Managing Director Douglas Ruhe.

Small worked for CBS 17 years, serving as CBS News senior vice president and the network's Washington vice president. He left to become president of NBC News in September 1979 but resigned in March 1982, citing differences with management. UPI spokesman William K. Adler assured that Small's appointment does not mean that UPI will begin to emphasize broadcast efforts more than print. Small was to be introduced to UPI subscribers at the wire service's annual Edicon meeting for editors Sept. 30-Oct. 2 in Denver. ☐

Tucson executive dies from explosion injuries

Business Manager Frank C. Delehanty, 56, of The Arizona Daily Star died Aug. 29 as a result of burns suffered in an explosion at the Tucson newspaper July 22.

Three other newspaper personnel were critically injured by the blast. One of them, Chief Photographer Jack Sheaffer, remains in the hospital but "is doing very well," according to Emil E. Rould, comptroller.

The cause of the accident is under investigation, Rould said. The explosion occurred in the buss duct which carries electricity from a transformer near the newspaper to the newspaper's electrical vault. ☐

'Today' was in mid-September for Gannett's new national daily

By Margaret Genovese
presstime staff writer

Today, Washington, Baltimore, Atlanta and Minneapolis-St. Paul. Tomorrow, the *rest* of the USA.

Gannett Co. Inc.'s USA TODAY, "The Nation's Newspaper," has begun its satellite-beamed penetration of the country.

The much-ballyhooed launch of the five-days-a-week morning paper took place Sept. 15 in a five-state area around Washington and Baltimore. The Atlanta area was added on Sept. 20 and Minneapolis-St. Paul on Sept. 27. Pittsburgh is next, on Oct. 4.

Ten additional "market clusters"—Chicago, Denver, Detroit, Houston, Los Angeles, Miami, New York, Philadelphia, San Francisco and Seattle—are scheduled to be added during the first quarter of 1983 [presstime, May 1982]. Other as-yet-unidentified markets will be added thereafter.

In a signed story on the front page of the first edition, Gannett Chairman and President Allen H. Neuharth explained that "USA TODAY is designed and edited to be: enlightening and enjoyable to the nation's readers; informative and impelling to the nation's leaders; challenging and competitive to the nation's journalists; refreshing and rewarding to the nation's advertisers."

In reality, USA TODAY turned out to be what prototype editions had foretold—40 broadsheet pages of primarily short stories in four sections (News, Money, Sports and Life) with lots of color and graphics. The news-to-advertising ratio is 70-30. In contrast, U.S. daily newspapers overall were 62.3-percent paid advertising in 1981.

"We are trying to give you the top of the news, a range of interesting stories and a headline service for the 50 states," said Editor John J. Curley.

The newspaper has only one edition, but presses are stopped "as necessary" for replating to update news and to get in additional sports scores, Curley noted.

And although USA TODAY officials have said the paper will not be localized, readers observed that the first three issues carried some articles and photographs geared to a Washington-Baltimore audience.

And when the first edition hit the streets in Atlanta, it had a color photo of the Atlanta Falcons football game on page one, another color picture from the game on the first sports page, a page-one chart showing Atlanta's airport as the nation's busiest, an article on the absence of property taxes in Suwanee, Ga., an editorial page commentary by a professor at Emory University in Atlanta, an op-ed page interview with Atlanta Mayor Andrew Young—plus a four-page advertising insert on "Georgia: Gateway to the South."

Curley and most of the paper's 257 editorial staffers work out of its national headquarters in a high-rise office building in Rosslyn, Va., across the Potomac River from Washington. You can't miss it. It's almost semi-circular in shape, it's the tallest office building in the area—and now there's a big, illuminated "USA TODAY" sign on top.

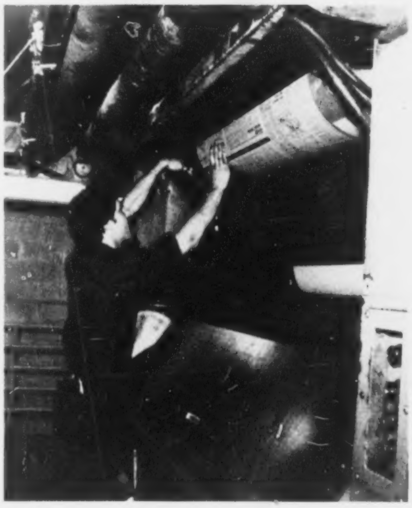
Besides the Rosslyn operation—Gannett and USA TODAY occupy six of the building's 30 stories—the newspaper has a six-reporter bureau in New York and one reporter in each of five cities: Atlanta, Houston, Los Angeles, Minneapolis, Pittsburgh.

Like Curley, who was plucked from his position as publisher of Gannett's Wilmington, Del., News-Journal newspapers, about three-fourths of the editorial staffers are from other Gannett newspapers.

They are on loan, with their salaries being picked up by their newspapers of origin—and with their jobs being held open there should they desire to return. The on-loan editors and reporters are being put up in the Washington area at Gannett expense, and they get $125 weekly allowances and a paid trip home each month.

After editing and composing at Rosslyn, USA TODAY pages are transmitted from there to the orbiting satellite Westar III and back down to remote printing plants—17 will be used in the 15 initial markets, all but five of them Gannett newspapers.

The capacity to transmit "magazine-quality color" is, according to Lawrence B. Sackett, vice president/telecommunications, what distinquishes USA TODAY's satellite system from those of the two other satellite-delivered national newspapers in the United States: The New York Times and The Wall Street Journal. The Christian Science Monitor transmits pages to remote printing sites by telephone cables [presstime, Jan. 1982, p. 45].



First front-page plate is locked in.

The use of color is designed to attract both readers and advertisers, Sackett noted.

USA TODAY has enrolled about two dozen "charter" advertisers, including tobacco companies and automobile manufacturers. All have signed up for the newspaper's "partnership plan," agreeing to place a schedule of advertising in the 15 months prior to the end of 1983 with 40 percent to run before April 1 and 60 percent thereafter. In return for that long-term commitment, ads appearing before April 1 are free.

For pay-as-you-go advertisers, rates are based on a projected circulation base of 200,000 Oct. 1 through December, and 800,000 by April 1. Size, frequency and volume discounts are offered.

Advertisers must buy space in all markets, but copy may be changed for individual markets.

In its first five editions, the newspaper averaged "just a shade under" the 12-page (30 percent advertising) level, reported Joseph P. R. Welty, vice president/advertising. "It looks like we are going to continue pretty close to that."

Welty and 14 other advertising staffers

Neuharth (foreground), staff celebrate Gannett's USA TODAY during first press run.

are located in New York City. Three others are in Detroit, four in Chicago and one each in San Francisco and Los Angeles.

According to USA TODAY research analyst Molly Cole, the target market consists of frequent newspaper readers, sports participants, sports spectators and frequent travelers. In sum, "generally active people, mobile people, generally upscale with a lot of interest in what is going on around the country."

Pre-launch research was conducted by Louis Harris & Associates Inc., a Gannett subsidiary, and the Simmons Market Research Bureau. They also will be doing the post-launch research.

Paul J. Kessinger, the new daily's director of planning and research, said plans called for Harris to be out in the field "almost immediately" after launch with Simmons to follow 30 days later. Focus-group research will be conducted by USA TODAY's advertising agency, Young & Rubicam.

Kessinger said research is being aided by USA TODAY's computerized circulation system which allows the staff to know "virtually on a daily basis what every rack and what every newsstand are selling."

By the time the 15th market is added, USA TODAY will be available from approximately 58,000 newspaper racks and 40,000-plus newsstands, said Stephen C. Johnson, director of national sales. An anticipated 85 percent of the newspapers will be sold in this manner, with the remainder being mail subscriptions or home delivered, Johnson said.

Delivery agents—and in some areas a combination of agents and wholesalers—are being used to get the newspaper on the street, and Johnson said there is no fixed radius in which the paper is distributed. "We want to be wherever USA TODAY can sell and wherever we can get it to in time to sell."

The custom-made USA TODAY racks—white and blue boxes, which look somewhat like television sets, on top of black pedestals—were designed with marketing aspects uppermost in mind, said Frank J. Vega, vice president/circulation. Unlike conventional racks which have operating instructions at the top, the USA TODAY unit displays the front page of the newspaper tilted at such an angle that it "kind of looks up and smiles at you," Vega said.

The racks have their practical aspects, too, he reported. They are easy to repair in the field, have three options for anchoring—cement in the pedestal base, bolting or chaining—and snow may be plowed up to them without hampering their operation.

USA TODAY's first edition (press run of 250,000, 50,000 of which were giveaways) was a sell-out within hours after it hit the streets. Inauguration day also saw the newspaper hosting a "Salute to Congress" at the foot of Capitol Hill. About 800 persons attended, including several politicians headed by President Reagan.

A "Salute to ANPA" dinner followed for members of the ANPA Board of Directors, who were meeting in mid-September in Washington.

On day two, the federal judiciary was saluted at a luncheon attended by Chief Justice Warren E. Burger.

And earlier in September, there was a USA TODAY sports salute in New York City.

Whether the newspaper itself will continue to be saluted by readers willing to pay 25 cents-per-copy is, of course, the $64 question—one that's all the more intriguing because USA TODAY has entered the marketplace in a year when six dailies have ceased publication altogether and eight have been lost in mergers with sister papers, while only four dailies besides USA TODAY have been started.

Many analysts maintain that in such an environment, USA TODAY is at best a big risk, but another theory holds that the disappearance of so many traditional dailies means "The Nation's Newspaper" may gain greater marketplace acceptance among readers suddenly deprived of familiar newspaper logos.

"We've never really sensed that there was a real strong market for this publication," commented newspaper analyst John Morton. "But on the other hand, we believe that Gannett probably has a better handle on the market than we have. . . . I guess we are just in the position of wanting to be convinced, and I hope that they do convince us."

Morton estimated that Gannett will make a net investment of $20-$25 million on the paper in 1982 and another $25-$30 million in 1983. For that amount of money—"probably about what they would spend for a middling-sized newspaper"—Morton said Gannett could yield, if the newspaper is a success, a pay-off 10 to 15 times greater than a medium-sized newspaper would generate.

Morton noted that USA TODAY also provides Gannett with about the only way it could acquire a nationally recognized newspaper, something it does not have among its 88 other dailies and 32 non-dailies, and a use for its already established GANSAT satellite network. ☐

Buffalo a.m. joins closure list; sixth daily to go under this year

The Courier-Express of Buffalo, N.Y., a morning daily that was the number two newspaper in its market, ceased publication with its Sunday edition Sept. 19. It was the sixth U.S. daily to do so this year.

Cowles Media Co. of Minneapolis, which bought the newspaper in 1979, had announced Sept. 7 that the paper would be closed on the 19th unless a buyer could be found.

It appeared for a while that the Courier-Express might become a member of Rupert Murdoch's News America Publishing Inc. group, but the Buffalo paper's unions would not grant all the concessions Murdoch demanded.

The closing resulted in the loss of about 800 full-time and 300 part-time jobs.

The Buffalo Evening News, which was purchased by the Los Angeles-based Blue Chip Stamps company in 1977, immediately moved to fill the void with a new street-sales morning edition.

According to Audit Bureau of Circulations figures, the News had a circulation of 264,222 as of March 31, 1982, down 4,706 from a year earlier.

The Courier-Express's circulation during the same time period was down 4,866 to 127,124.

Sunday circulation of the Courier-Express was 265,449 compared with 186,535 for the Evening News.

The News had a 60:40 advertising linage advantage over the Courier-Express.

Cowles Media said the Courier-Express's pretax losses over the previous 35 months averaged about $8.6 million annually.

The additional one-time costs of closing the paper will result in a pretax charge of about $22 million against Cowles Media's pretax earnings this fiscal year, the company said.

Because much of this charge will be a write-off of assets already purchased, to be partially offset by a refund of taxes already paid, the eventual net cash outflow caused by the shutdown will approximate $4 million

Reportedly, the Evening News also had been losing money prior to the shutdown of its morning rival.

When Cowles Media purchased the Courier-Express, it also acquired Courier Cable, now called CableScope. During the past three years, the number of households in Buffalo subscribing to CableScope's basic service has increased from 40,000 to 58,000, the company said, and the number of subscriptions to all of CableScope's services has increased from 59,000 to 111,000.

CableScope's management and operations have been completely separate from those of the Courier-Express since 1979 and will not be affected by the closing of the paper.

This year's earlier closures were: the Jupiter/Tequesta (Fla.) Daily Journal, The Bulletin of Philadelphia, the Waseca (Minn.) Daily Journal, The Cleveland Press and the Geneva (Ohio) Star-Beacon.

In addition, eight dailies have been lost through mergers with sister papers this year. (See story below.) ☐

'Cleveland Star' fails to shine

The Cleveland Star, a new daily that was to have been started by former employees of the defunct Cleveland Press on Sept. 7, had not appeared by late September and there was no telephone listing for a paper of that name [presstime, Sept. 1982, p. 46].

This speculation was based on the theory that the paper would get off the ground only if The Plain Dealer, which is in new contract negotiations with several unions, was struck. A threatened strike against the Newhouse-owned daily by Local 1 of The Newspaper Guild did not materialize in late August.

The principals involved in the Star venture reportedly had obtained a $500,000 line of credit to cover costs of at least six months' publication.

In another Cleveland development, a U.S. Justice Department spokesman said the department "is no longer looking" into whether the sale of the Press subscriber list to The Plain Dealer violated antitrust laws. ☐

Oakland merger eighth of 1982

The Oakland (Calif.) Tribune (evening, circulation 120,011) and Eastbay Today (morning, 94,310) were scheduled to begin merging Sept. 29. And sometime after that process is completed Oct. 22, ownership of the surviving Eastbay Today will pass from Gannett Co. Inc.

Word of the merger—the eighth this year of an afternoon daily with its morning sister paper—came Sept. 13. It was followed on Sept. 25 by Gannett's announcement that it will divest itself of the Oakland newspaper company.

This will allow Gannett to acquire KRON-TV of San Francisco from Chronicle Broadcasting Co. Federal Communications Commission cross-ownership regulations prohibit a company from buying a broadcast station in a market where it already publishes a newspaper.

Gannett will pay Chronicle Publishing $100 million and transfer to it ownership of KOCO-TV in Oklahoma City, Okla.

Gannett acquired the Oakland Tribune in 1979 as part of its purchase of Combined Communications Corp. Shortly thereafter, it started Eastbay Today, which will be the name of the merged paper.

The morning paper's name also survived the Sept. 27 merger of the evening Des Moines (Iowa) Tribune with the The Des Moines Register [presstime, July 1982, p. 60].

The other 1982 mergers occurred in Portland, Ore., Sarasota and Tampa, Fla., Minneapolis and Duluth, Minn., and Springfield, Ohio [presstime, Sept. 1982, p. 48].

In mergers of a different sort, the news staffs of The Times Herald and Daily Press in Newport News, Va., and of The Spokesman-Review and Spokane (Wash.) Daily Chronicle, will be combined into single departments on Oct. 4 and Jan. 3, respectively.

The Atlanta Constitution and The Atlanta Journal, The Virginian-Pilot and The Ledger-Star of Norfolk, Va., and The Dayton (Ohio) Daily News and The Journal Herald recently completed their plans to combine news staffs [presstime, June 1982, p. 21]. ☐

'Everybody's hurting'

Slump cuts deeper in Canada

By Elise Burroughs
presstime staff writer

The recession that is cutting into profit margins at most newspapers in the United States appears to be slicing even deeper in Canada.

The Canadian Daily Newspaper Publishers Association reports that for the first six months of 1982, ROP ad linage was down 12 percent for its 82 daily members. That includes declines of 18.7 percent in classified, 18 percent in general (national) and 7 percent in retail.

In contrast, newspaper business analyst John Morton of Lynch, Jones & Ryan, estimated that linage at U.S. daily newspapers was off 2 to 5 percent, including a 14-percent drop in classified, during the first half of the year.

John E. Foy, general manager of CDNPA, said that for his members the ad dropoff is occurring pretty much across the board. "Everybody's hurting," he said. "I can't tell you a paper that's not off."

Publishers note that all the problems ailing the U.S. economy also affect Canada, but the latter's inflation rate is even higher and its economy is even more dependent on the hard-hit energy, forest-products, mining and agricultural industries.

Paradoxically, the advertising declines come at a time when Canadian daily newspaper circulation has reached an all-time high, Foy said.

Canada's newspapers have responded to the two trends—climbing circulation and falling advertising—by accelerating efforts to find advertising on the one hand and by a variety of cost-cutting measures on the other.

Foy said there has been a marked increase in the number of special sections, and many newspapers are appointing co-op advertising managers in an attempt to search out new sources of ad revenue.

Shoppers face off. In Hamilton, Ontario, Southam Inc.'s Hamilton Spectator (evening, 151,314) cut 29 full-time employees, representing about 6 percent of the newspaper's full-time staff, in September. The paper also has decreased its average size by about 3 percent and reduced employee "perks" such as Christmas turkeys.

Cuts were blamed on losses of 10-15 percent in advertising volume, according to General Manager Thomas J. McCarthy.

Thomas J. McCarthy

But September also saw the paper launch a total-market-coverage vehicle called "Pennywise." It is designed to head off competition for advertising dollars from a rival pennysaver, also started in September by Metroland Printing and Publishing Ltd. Metroland is wholly owned by Torstar Corp., publisher of The Toronto Star.

John Baxter, president of Metroland, said his firm's stable of shoppers has suffered losses from the current advertising drought, too. "We're 11.1 percent below our budget in volume," he said.

But his firm views the poor advertising climate as a chance to expand into new markets. "In hard times, advertisers are looking for lower line rates," he explained. That presents his firm with an opportunity to get a foothold in new markets.

Two morning newspapers in Montreal, the French-language La Presse (192,523) and the English-language The Gazette (206,449), also are going after new revenue, but on a cooperative basis. The two newspapers have set up a joint company, Distribution Plus Inc., to distribute advertising flyers.

Any revenue that is gained, however, will be too late for some La Presse employees. The newspaper announced layoffs of about 100 people in September.

Cuts, large and small. Quebecor Inc., Thomson Newspapers Ltd. and Torstar all showed profit increases in the first half of 1982 compared with 1981. But in Quebecor's case, the increase was largely due to the fact that it closed its only U.S. newspaper, the unprofitable Philadelphia Journal.

Thomson's Canadian newspaper division reported a drop in net profits, however, as did Torstar's newspaper division. The profits of Southam Inc., another large newspaper firm, were cut almost in half, from $24.3 million in the first six months of 1981 to $12.8 million for 1982.

These revenue problems have had myriad ramifications around the country.

- Today magazine, a weekend color supplement carried by 18 Canadian dailies, ceased publication in August [presstime, Aug. 1982, p. 45].
- A 5,300-circulation Yukon daily, the Whitehorse Star, will revert to thrice-weekly publication this month.
- L'Evangeline (morning, 16,859) in Moncton, New Brunswick, is laying off six people.
- The Citizen of Ottawa (evening, 175,368) canceled its annual international track-and-field competition, scheduled for January 1983, because of the economic hard times.
- The Windsor (Ontario) Star (evening, 90,777) closed its 55-year-old Chatham bureau and cut out home delivery to about 4,500 households in the Chatham area in August. The following month, it announced layoffs of 12 full-time and three part-time people. The cuts included the elimination of the daily's Newspaper in Education program and a consumer-assistance column.
- The Toronto Star (all-day, 484,856) reduced its page width to save newsprint. It also is facing labor unrest. In the face of the recession, some unions have been willing to defer wage increases until the economy picks up [presstime, May 1982, p. 55], but the Southern Ontario Newspaper Guild is seeking a one-year, 20-percent wage increase at the Star.

Two bright spots. Yet despite the poor economy, Kamloops, British Columbia, recently became Canada's sixth town with competing newspapers. And in Winnipeg, one of the other five, a less-than-two-year-old daily has introduced the city's first Sunday newspaper.

A free-circulation nondaily, the Kamloops News, started publishing five days per week and became a paid-circulation newspaper in head-to-head competition with the seven-days-per-week The Sentinel (evening, 9,152) in August.

The News' acting publisher, Rolf Timmermans, said that from a news standpoint, the time had come for his eight-year-old publication to go daily. "Daily publication gives a better flow of copy and better coverage," he said.

He acknowledged that economically the switch came at a bad time, but it did give the newspaper one new advertising edge: as a daily, it can expect more national advertising, especially from the government, Canada's biggest national advertiser.

In addition to going daily and creating a circulation department, the News recently moved into new quarters and switched to computerized production equipment. "We've done more in the past eight months than a sane person would do in three years," Timmermans quipped.

But the gamble has succeeded in one respect. Within the first two weeks of paid delivery, the newspaper had 18,477 prepaid, one-month subscription orders from readers. That represented almost 70 percent of its circulation as a free newspaper.

The Winnipeg Sun, a morning tabloid that was founded after the death of the Winnipeg Tribune in 1980, published its first Sunday edition Sept. 12. The press run was about 62,000, according to Publisher Thomas R. Denton.

Denton said that although the concept of a Sunday newspaper was new to the city, the first issue was well-received. Some news vendors, who had been reluctant to order large quantities of the novel product, sold out quickly, although not all 62,000 copies were snatched up.

The Sun, founded in late 1980, is not yet making money. But unlike most Canadian dailies, it is registering linage increases. Denton attributed that to the fact that advertising is aggressively promoted by the paper's 22-person marketing staff.

These isolated bright spots notwithstanding, the economic landscape for Canadian newspapers remained bleak as of late September.

Economic indicators showed no signs of rapid improvement, and CDNPA's Foy said the only hope he sees is for retailers to begin persuading consumers to spend again. In any event, he doesn't expect a turnaround to begin until the first quarter of 1983. □

Washington Times accepts ads

Advertising support of The Washington Times is slow but building—"exactly as expected," according to the new newspaper's publisher, James R. Whelan.

The Times began accepting ads Sept. 1. Most of the early ones were from small local businesses, but Whelan reported a strong expression of interest from major retailers, who have requested information on reader demographics.

He said the first step in answering that need will be to publish paid circulation statistics, which the newspaper plans to do this month.

Whelan said he expects to post circulation of about 100,000, with home delivery at about "the usual rate for a newspaper in the Northeast—75-80 percent." The newspaper's circulation department has been hard-pressed to keep up with demand, which was running at 5,000 new subscribers per week in September, according to the publisher.

The Times is offering home delivery in suburban Maryland and Virginia as well as in the District of Columbia. Its carrier force consists mainly of adults.

Whelan said the Times expected little impact on its street sales from Gannett Co. Inc.'s new national daily, USA TODAY, which made its debut in the Washington area Sept. 15. (See story, p. 60.) He said people who purchase that newspaper would do so for reasons different than those motivating people who buy The Washington Times. "We are a conservative newspaper with a strong personality," he said.

The paper's personality took on a familiar Washington tone in late September when it began carrying The Ear gossip column, which originated in The Washington Star and was picked up by The Washington Post when the Star folded last year. The widely read feature became available when columnist Diana McLellan and the Post failed to reach agreement on a new contract. □

John F. McMaster (right), new president of the National Newspaper Association, shares an informal moment with outgoing president George J. Measer. McMaster, publisher of The Public Spirit, Ayer, Mass., was elected president at NNA's 1982 Convention and Trade Show Sept. 22-25 in Phoenix, Ariz.

Design society moves to The Newspaper Center

The Society of Newspaper Design recently became the 11th newspaper organization to locate its headquarters at The Newspaper Center in Reston, Va.

The society is a three-year-old organization of more than 1,100 editors, designers and educators dedicated to the betterment of newspapers through design.

Ray Chattman, publications specialist for ANPA Foundation, will devote part of his time to the society, serving as its executive secretary. He said the centralization of society business should "enable us to provide better, more efficient member services."

Membership is open to anyone with a working interest in newspapers and newspaper design. Contact Chattman at: Society of Newspaper Design, The Newspaper Center, Box 17290, Dulles International Airport, Washington, D.C. 20041; (703) 620-1083. □

Robert J. Brinkmann has been named general counsel of the National Newspaper Association. He previously was with the Washington, D.C., law firm of Hedrick and Lane prior to joining NNA. He succeeds Arthur B. Sackler, who joined Time Inc.

Papers among top taxpayers

Publicly traded publishing and printing companies were ranked third highest in federal corporate taxes paid in 1981, according to Tax Analysts, a nonprofit research organization in Alexandria, Va.

Tax Analysts found in a study of Fortune-500 corporations that publishing and printing companies paid an average of 36.3 percent on earnings. The research was based on Securities and Exchange Commission documents that most major corporations are required to file each year and on their reports to stockholders.

Tax rates for major publishing organizations dropped from 38.2 percent for 1980. This correlates with the average corporate rate decrease from 22.7 percent in 1980 to 20.5 percent in 1981.

The only industries paying higher rates than publishing and printing in 1981 were cosmetic and soap manufacturers at 39.4 percent and apparel manufacturers at 39.7 percent.

The study lists the rates paid by Dow Jones & Co. Inc., 45.3 percent; Gannett Co. Inc., 41 percent; Knight-Ridder Newspapers Inc., 40.9 percent; and The New York Times Co., 30.1 percent.

Mark L. Starcher, an attorney with Tax Analysts and one of the report's authors, said publishing companies paid higher-than-average rates because they are more labor-intensive and compared to some other industries made a limited amount of capital expenditures in 1981. "The (tax) code now favors capital-intensive industries instead of those that are labor-intensive," Starcher said.

AP begins sending photos by satellite

The Associated Press Sept. 18 launched what it hailed as the first satellite picture network.

The system, Laserphoto II, "is essentially a picture network parallel to our present U.S. network," said Assistant General Manager for Newsphotos Harold G. Buell. It enables the wire service to deliver pictures twice as fast as via telephone lines, he said.

The greater speed also increases the capacity for delivering color photographs, which must be sent in stages. Laserphoto II was put to work immediately, transmitting color photos of the funeral of Princess Grace of Monaco, while the slower, phone-based Laserphoto I system handled black-and-white shots.

Initially, Laserphoto II is being used on an experimental basis by about a dozen newspapers. After a six- to eight-week period, it will be available to any AP member that is part of the satellite receiving system for news copy.

Wall Street Journal ready to go European

The Wall Street Journal will begin publishing a European edition in January "tailored to the specific information needs of the international executive doing business in Europe," the newspaper's parent company, Dow Jones & Co. Inc., announced in early September.

With headquarters in Brussels, Belgium, The Wall Street Journal/Europe [presstime, May 1982, p. 63] will be available on a day-of-publication basis in eight principal markets: the United Kingdom, France, West Germany, Switzerland, Belgium/Luxembourg, the Netherlands, Italy and the Middle East.

Advertising in the new newspaper will be sold separately or in tandem with The Asian Wall Street Journal, which began publication in 1976, and with the U.S. Wall Street Journal. Discounts will be offered for combination purchases.

A news staff of 50 reporters and editors based in various European cities is being assembled.

Connecticut daily unaided

The Day, a 35,907-circulation afternoon paper in New London, Conn., continues to face the prospect of being sold.

This follows the failure of Congress to enact legislation to provide the charitable trust that owns the newspaper with relief from a law that requires private foundations to divest up to 80 percent of their stock in businesses [presstime, Sept. 1981, p. 41].

Equipment for sale

The Tri-City Herald in Washington state is selling the following:

One special Pony Autoplate with chip remover, pneumatic metal pump, vacuum pump and hydraulic pump 440 volt complete; one regular Pony Autoplate with pneumatic metal pump and vacuum pump; one Nolan 12 ton electric RE melt furnace 440 volt, two casting sections, one RE melt section with Lawrence transfer pump including return plate elevator 440 volt; one Goss heavy-duty molding machine, 220-440 volt; four Sta-Hi single plate routers, 220 volt; three Sta-Hi mat formers, 220-440 volt.

Also available: three Harris Fototronic TXT IIs (serial numbers 373, 440, 441); all have microdata computers and on-line processor dryers; point sizes available: 8, 10, 12, 14, 18, 24, 30, 36, 42, 48, 60, 72; many spare parts.

One Harris 2200 (serial number 01-012), installed new 1977, includes three Harris 2210 terminals (serial numbers 1517, 1518, 07-038); has a PDP-11/04 computer and a spare one for backup; many spare parts.

Eight Fairchild Electroset Model 430 perforator, some spare parts.

Two DEC PDP-8E computers, 32K memory; includes seven RK05J-AA 1.6m 12-bit word disk drives; two PR68-D paper tape readers; six PP67-D eight-level BRPE punches; two TU56 dual DEC tape drives; two VT05 terminals.

All Harris equipment has been maintained by an ex-Harris technician. All DEC equipment has been under service contract.

TXT type disks are also available: four Futura demibold, Futura demibold obl.; two Futura Book, Futura Book cond.; five Futura 4B, Futura Book cond.; four Futura 4B, Futura 4B bold; two Bodoni modern, Bodoni modern Ital.; two Baskerville, Baskerville Ital.; two Futura bold, Futura bold obl.; four Bodoni modern, Bodoni modern cond.; four Futura Book, Futura Book obl.; five Futura medium, Futura medium obl.; two Futura bold, Futura bold cond.; two Futura Book, Futura Book cond.; two 9-pt. Royal, 9-pt., Royal bold; two Bodoni Book, Bodoni Book Ital.; two Century Schoolbook bold, Bodoni bold; two Futura extrabold, Futura extrabold cond.; two Futura 4B, with TV characters; two 9-pt. Royal, 9-pt. Royal bold; two Bodoni bold, Bodoni bold Ital.; two Futura Book, Futura Book cond.; two Futura extrabold, Futura extrabold cond.; two Garamond, Garamond Ital.

Photoengraving equipment is also available: one M-48 double truck etcher, Polydyne drive, automatic power cover, convenient operating control panel, in-tank recirculating system, heavy-duty, open-type, water-cooled refrigeration compressor, 230 volt, 60 hertz, three phase; one model DMA-48 double-truck etching machine, Polydyne drive, manual cover, in-tank circulating pump, heavy-duty, water-cooled refrigeration compressor, 220 volts, 60 hertz, three phase; one 30-liter acid dispenser and pump; two Nu-Arc flip-top burn-in units, 230 volts, double-truck size.

Contact Clarence Gossen, production manager, Tri-City Herald, P.O. Box 2608, Tri-Cities, Wash. 99302; (509) 586-2121.

Exchange notices are published without charge as a service to ANPA-member newspapers.

Association promotes Fichter

Thomas C. Fichter, 43, who has served ANPA for 21 years in varying capacities, has been named senior vice president and deputy general manager.

Most recently, Fichter had been the Association's vice president/comptroller and assistant general manager. ANPA Executive Vice President and General Manager Jerry W. Friedheim cit[illegible]ter's long and effective service to [illegible]PA and said he has assumed "greater staff responsibilities over the past few years, and his new title properly reflects his current managerial duties."

Thomas C. Fichter

Fichter has a B.A. in business administration from New York University and Pace College and has done graduate work in finance and behavioral science.

He started working for the Association as an accountant and later held the jobs of assistant comptroller, credit manager and business manager. He is treasurer of the ANPA Foundation, and chairman and president of ANPA Credit Bureau Inc., an ANPA subsidiary. ☐

Everill appointed committee vice chairman

Charles H. Everill, senior vice president, marketing of Harte-Hanks Communications Inc., and president of Harte-Hanks' Consumer Distribution Marketing, has been named vice chairman of the ANPA Telecommunications Committee.

The appointment was announced by ANPA Chairman and President William C. Marcil.

Marcil also named Charles M. Kinsolving Jr., vice president, marketing/new technology of the Newspaper Advertising Bureau, to be a member of the Committee.

The appointments came after publication of the rosters of the Association's 1982-84 committees as an insert to the September presstime. ☐

ASAE elects Friedheim

ANPA Executive Vice President and General Manager Jerry W. Friedheim has been elected a member of the Board of Directors of the American Society of Association Executives.

The ASAE is a membership society of 10,000 executives who manage leading business, professional, educational, technical and industrial associations. ☐

Wilson joins telecommunications staff

Jane L. Wilson, who has been a telecommunications consultant, has joined ANPA's Telecommunications Affairs Department.

She will assist ANPA Director/Telecommunications Affairs Kathleen Criner and the Association's Telecommunications Committee in keeping newspaper publishers abreast of developments in the telecommunications industries.

Wilson came to ANPA from Shooshan & Jackson, a Washington, D.C.-based consulting firm, where, as a senior associate, she did consulting work for a variety of telecommunications companies.

She worked previously as a policy analyst for the Subcommittee on Communications of the House Energy and Commerce Committee, and she has authored or coauthored several studies, including "Newspapers and Videotex: How Free a Press?" and "Cable Copyright and Consumer Welfare: The Hidden Cost of the Compulsory License."

Jane L. Wilson

Wilson has a B.A. degree in English from the University of Michigan and did graduate work at the University of Pennsylvania's Annenberg School of Communications. ☐

The March 1982 cover of presstime won a merit award from the Art Directors Club of Metropolitan Washington as part of its 33rd annual exhibition. The cover was prepared by free-lance photographer M.C. Valada.

New members

The Clewiston News

Hammell Newspapers Inc., of Jupiter/Tequesta, Fla., which also publishes the Belle Glade Herald-Observer and the Glades County Democrat of Moore Haven (total circulation 10,500). Richard N. Hammell, president.

Las Vegas OPTIC

Las Vegas, N.M. (circulation 4,320). Stuart R. Beck, publisher.

DENTON RECORD-CHRONICLE

Denton, Texas (circulation 14,865). Roy Appleton Jr., general manager.

EL CAMPO LEADER-NEWS

El Campo, Texas (circulation 6,100). Fred V. Barbee Jr., publisher.

THE LITCHFIELD COUNTY TIMES

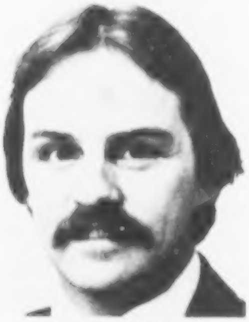
New Milford, Conn. (circulation 7,716). John D. Sicher Jr., publisher.

speeches

Richard G. Capen Jr.

Kenneth Starck

Jean B. S. Gerard



Thomas W. Marquis

Single copies of the following speeches are available without charge from the ANPA Public Affairs Department at The Newspaper Center, Box 17407, Dulles International Airport, Washington, D.C. 20041.

- **ANPA and Other Associations: Our Cooperative Successes and Current Challenges.** ANPA Chairman and President William C. Marcil, president and publisher, The Forum, Fargo, N.D. Newspaper Association Managers annual meeting, Lake Buena Vista, Fla., Aug. 9.
- **Kenaf Update.** ANPA Director Donald N. Soldwedel, president and publisher, The Yuma (Ariz.) Daily Sun. California Newspaper Publishers Association board meeting, Costa Mesa, Aug. 14.
- **There's Good News for You.** Richard G. Capen Jr., senior vice president operations, Knight-Ridder Newspapers Inc. Community Leadership Prayer Breakfast, San Diego, May 26. (Or see *Vital Speeches of The Day*, Box 606, Southold, N.Y. 11971.)
- **NIE and the First Amendment.** Jean Otto, chairman of the First Amendment Congress, and op-ed page editor, Milwaukee Journal. Northeast Newspaper in Education Council, Danvers, Mass., Aug. 18.
- **Journalism Education: Maintaining Idealism in a Time of Adversity.** Kenneth Starck, outgoing president, Association for Education in Journalism, and director, School of Journalism and Mass Communication, University of Iowa. AEJ annual convention, Ohio University, July 25.
- **Address by Jean B. S. Gerard,** U.S. ambassador to UNESCO. UNESCO World Conference on Cultural Policies, Mexico City, July 27.

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From the New York State Publishers Association summer meeting, Saratoga Springs, Aug. 29-31.:

- **How to Avoid Being the Next Philadelphia Bulletin.** Craig Ammerman, former executive editor, The Bulletin, Philadelphia.
- **Successes and Pitfalls in Compiling Subscriber/Nonsubscriber Lists.** Thomas W. Marquis, circulation director, The Courier-News, Bridgewater, N.J.

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From the National Retail Merchants Association Retail Advertising Seminar, New York City, Sept. 24-26:

- **Ten Ways to Make Newspapers Work for You.** Alfred Eisenpreis, vice president, retail marketing, Newspaper Advertising Bureau.
- **Co-op Advertising.** Frank Hennessey, vice president, co-op ad sales, NAB.

ANPA calendar

October

ANPA ASNE APME Leadership in the Newsroom Workshop
Radisson Hotel, Chicago, Oct. 4-6

ANPA Telecommunications Committee meeting
Capital Hilton Hotel, Washington, D.C., Oct. 4-6

ANPA RI Basic Offset Press and Plate Seminar
ANPA Research Institute, Easton, Pa., Oct. 4-8

ANPA Labor and Personnel Relations Committee meeting
Capital Hilton Hotel, Washington, D.C., Oct. 5

ANPA Postal Committee meeting
Capital Hilton Hotel, Washington, D.C., Oct. 6-7

ANPA Canadian Pulp and Paper Association Technical Section Joint Standing Committee meeting
Sheraton Center, Montreal, Oct. 7-8

ANPA presstime Advisory Committee meeting
The Hearst Corp., New York City, Oct. 8

ANPA International Circulation Managers Association Institute of Newspaper Controllers and Finance Officers Circulation Computer Systems Symposium
St. Louis Marriott Airport Hotel, Oct. 11-13

ANPA RI Management Introduction to New Technology Seminar
ANPA Research Institute, Easton, Pa., Oct. 25-29

November

ANPA Newspaper Advertising Bureau Cable TV Workshop
Chicago Marriott O'Hare Hotel, Nov. 3

ANPA Newsprint Committee meeting
L'Enfant Plaza Hotel, Washington, D.C., Nov. 4

ANPA Low-Power Television Workshop
Chicago Marriott O'Hare Hotel, Nov. 4-5

ANPA Newsprint Committee CPPA Newsprint Section meeting
L'Enfant Plaza Hotel, Washington, D.C., Nov. 5

ANPA New Jersey Press Association Supervisory Development Workshop
Cherry Hill, N.J., Nov. 7-9

ANPA Pennsylvania Newspaper Publishers Association Supervisory Development Workshop
Harrisburg, Pa., Nov. 14-16

ANPA Special Task Force on Content Regulation of Electronic Media meeting
International Club, Washington, D.C., Nov. 10

ANPA Pacific Northwest Newspaper Association Industrial Relations Bureau Labor Relations Seminar
Cathedral Hill Hotel, San Francisco, Nov. 15-17

ANPA Management Development Workshop
Hyatt Regency Crystal City, Arlington, Va., Nov. 15-19

ANPA RI Camera Techniques Seminar
ANPA Research Institute, Easton, Pa., Nov. 15-19

ANPA RI Basic Offset Press and Plate Seminar
ANPA Research Institute, Easton, Pa., Nov. 15-19

ANPA Executive Committee meeting
The Washington Post Co., Nov. 22

ANPA RI Direct Screen Color Separation Seminar
ANPA Research Institute, Easton, Pa., Nov. 29-Dec. 3

December

ANPA Board of Directors meeting
Waldorf-Astoria Hotel, New York City, Dec. 1-2

ANPA ICMA Newspaper Personnel Relations Association Circulation Managers Workshop
Dunfey Hotel, Dallas, Dec. 1-3

ANPA Foundation Board of Trustees meeting
Waldorf-Astoria Hotel, New York City, Dec. 2

ANPA Press Bar Relations Committee meeting
New York City, Dec. 2

ANPA American Bar Association Task Force meeting
New York City, Dec. 3

ANPA Research and Production Committee meeting
New York City, Dec. 3

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